

## EDUCATION

- 2023** **SDA BOCCONI**, Milan, Italy  
Master of Fashion, Experience & Design Management
- 2019-2021** **IAAD - ISTITUTO D'ARTE APPLICATA E DESIGN**, Bologna, Italy  
Bachelor degree in Digital Communication Design
- 2021-2022** **24 ORE BUSINESS SCHOOL**, Milano, Italy  
Part time master in Brand reputation
- 2022-2023** **24 ORE BUSINESS SCHOOL**, Milano, Italy  
Executive master in Luxury Marketing, Communication & Merchandising

## PROFESSIONAL EXPERIENCE

- 2024** **RADISSON COLLECTION PALAZZO TOURING CLUB**, Milano, Italy  
Radisson Collection Palazzo Touring Club is a 5 star hotel in Milan city centre. It has meeting spaces and a bistrot, Bistrot Bertarelli. Its guests are from all around the world and it is chosen by luxury companies to host meeting and events.  
*Meeting & Events Manager*
- Organization of events & meetings for luxury brand and corporate companies
  - Management of all the operative departments in the hotel involved in events
  - Direct contact with high level clients and HOD, both for site visits and needsings
  - Setting of spaces and on site presence during events
  - SAP system use, both for events and for Front Office management
  - Financial procedures related to events and reservations
- 2022 - 2023** **WLA**, Milano, Italy  
WLA is a through the line agency that develops strategies and ideas. It works mostly in the event fields, designing 360 degrees advertising campaigns and initiatives.  
*Project Manager*
- Managed the developing of an AR web app for TIM x JovaBeachParty, with more than 21 dates all over Italy and 4.2K players; direct contact with third part partners
  - Organization of a F&B festival (Elementi) with more than 5K participants, in charge of field event management, communication strategy and operations (DEM, web dev, live coverage)
  - Front-end and back-end development of a landing page for Jack Daniels: contest website with more than 11K users
  - Managed PR and contacts with existing and new clients
- 2020 - 2022** **DIGITAL PATHS**, Bologna, Italy  
Digital Paths is a digital agency. Its operation field goes from brand analysis to the design and development of digital tools and platforms, via content strategies and multichannel advertising.  
*Social Media Manager*
- Part of the communication board for EU Horizon 2020 project Polifonia, managing social media owned profile (Twitter and LinkedIn) and website, with more than 90K interactions from all over Europe
  - Managed the entire project of the setting of a metaverse platform for a tv show (broadcasted on DMAX Italia), including more than 2.2K players and winning a Digital Awards; in direct contact with C levels, tv character and third part partners
  - Managed the design of a digital campaign for a new product launch (Molino Vigevano) including a commercial shooting with influencers, special products realization and UGC contest (more than 90M interactions and more than 2K boxes sold)
  - Influencers relationship management (more than 320K followers)
  - Managed the design of a contest for Discovery+ in collaboration with US Open, with more than 600 participants; organization of the final prize trip to New York; in direct contact with C levels and legal partners
  - Managing of social media strategy for Julius Meinl Italia (F&B with more than 5K followers), including advertising management and monthly reporting; in direct contact with executive
  - Content creation and strategy for agency owned social media profiles and website, organization and design of the company profile



## Personal data

Date of birth: 12/06/1999  
Nationality: Italian

## Address

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## Personal email

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## Personal webpage

<https://www.linkedin.com/in/letizia-scalise/>

## LANGUAGES

- Italian: Native language;
- English: Fluent;
- French: Basic

## ADDITIONAL INFORMATION

- Certificate of Business and entrepreneurship in English - Link School of English
- IELTS Certification with overall score of 7.5
- Full Standard ECDL
- Professional knowledge of the Adobe Suite and Office Suite
- Basic knowledge of SQL, HTML and CSS
- Personal interests: music, sports, old movies and poetry books, part of the sailing club at SDA Bocconi
- Did few collaborations as wedding assistant for a destination wedding agency