



WORK EXPERIENCE

Corporate Communication Associate Professional

Safilo Group Italy, Milano | Jan. 2023 - June 2025

- Created, launched, and managed the new corporate intranet (end-to-end project).
- Coordinated external agencies, partners, and suppliers for the production and adaptation of corporate materials (advertising, presentations, financial communications) and for the maintenance and accessibility of the corporate website.
- Managed and developed content for the corporate Instagram account and supported the LinkedIn page, ensuring alignment with the Group's identity and tone of voice.
- Edited monthly internal newsletters (copy, layout, publication, and notifications).
- Media relations: drafted press releases, interviews, and message tracks for the management team, and coordinated an international press trip attended by media such as Forbes US and Fashion Magazine Canada.
- Supported crisis communication (Longarone plant closure, Chiara Ferragni license termination).
- Collaborated on corporate photo and video shoots in partnership with creative teams and agencies.

Key result: strengthened internal communication and enhanced the corporate brand's international visibility.

Brand & Trade Marketing Intern

GrandVision Italy, Bologna (remote) | Apr. 2021 - Sept. 2021

- Supported the planning and implementation of omnichannel marketing campaigns (ATL, BTL, digital) in collaboration with the creative agency and external partners.
- Coordinated suppliers and retail network for the production, shipment, and in-store installation of POS materials.
- Updated digital signage schedules and managed programming with external vendors for in-store videowalls.
- Drafted scripts for in-store radio and supported photo shoots and B2B partnerships.

Key result: improved marketing-sales collaboration and operational efficiency in campaign execution.

Account Executive | Junior Account Intern

The Integer Group, Milano | Aug. 2020 - Sept. 2020 | Apr. 2019 - Sept. 2019

- Managed BTL and retail communication projects for Sky Italia (Sky Wifi launch).
- Liaised between clients and creative teams for the production of promotional materials.
- Supported new business pitches and creative proposals for emerging brands.

Key result: developed strong project coordination and client communication skills in a dynamic agency environment.

EDUCATION

Cronache Academy 2025

An academy organized by Cronache di Spogliatoio dedicated to media, communication, and marketing in the sports industry

Master's Degree in Strategic Communication

Università IULM, Milano | Sept. 2019 - Jun. 2022 | Final grade: 106/110

Bachelor's Degree in Public Relations & Corporate Communication

Università IULM, Milano | Oct. 2016 - Nov. 2019 | Final grade: 109/110

Scientific High School Diploma

Liceo Scientifico "A.Pacinotti", La Spezia | Sept. 2011 - Jul. 2016 | Final grade: 85/100

KEY SKILLS

Corporate & Brand Communication · Storytelling · Media & Public Relations · Omnichannel Marketing · Digital Content · Internal Communication · Crisis Management · Project Coordination · Stakeholder & Partnership Management