



# MICHELE TRIOLO

## MARKETING & COMMUNICATION PROFESSIONAL

### 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

### EXECUTIVE SUMMARY

Throughout my career, I have held various communication roles within both agencies and international corporations, developing strategic and operational expertise across corporate communication, brand marketing, and content creation.

Accustomed to working cross-functionally, I effectively collaborate with colleagues and stakeholders at different organizational levels — from operational teams to top management — ensuring consistency, clarity, and impact in every communication project.

I strongly believe that open dialogue and teamwork are the foundations of meaningful professional relationships and successful projects.

### GENERAL INFORMATION

👤 15/01/1997, La Spezia  
📍 Milano - La Spezia  
📞 +39 339 2504913  
✉ triolomichele97@gmail.com  
🚗 Italian driving license

### LANGUAGE SKILLS

Italiano: native speaker  
English: C1 (CAE)  
Spanish: A2

### IT & DIGITAL SKILLS

Microsoft Office · Google Suite ·  
SharePoint · Contentful · WordPress  
· Canva · ChatGPT · Copilot · ECDL  
Full Standard

### PERSONAL INTERESTS

Communication, branding, media, and travel.