

# Alessia Bianchi

Italian | Female | 22 years old

*Target MSc: Luxury & Customer Experience*

## PROFESSIONAL EXPERIENCE

CRM Intern - Bulgari, Rome July 2024 - Present.  
Managed the database for HNW (High-Net-Worth) clients, segmenting data to personalize direct marketing campaigns.  
Analyzed boutique performance metrics for the EMEA region.  
Showroom Intern - Valentino June 2023 - August 2023.  
Supported the sales team during the Milan Fashion Week market, managing orders for international buyers.

## EDUCATION

BSc in Management, Bocconi University 2021 - 2024.  
Specialized in Luxury Brand Marketing and Fashion Law.

## SKILLS

Technical: Salesforce CRM, SAP, Excel (Data manipulation), Adobe Spark.

## LANGUAGES

Italian (Native), English (Fluent), Spanish (B2).

## PERSONAL INTERESTS

High Jewelry Design, Pilates, Mediterranean Gastronomy.