

## PROFESSIONAL EXPERIENCE

### Freelance Creative

Art Direction & Graphic Design @benshen.co

- Working in close contact with the business founder, we conceptualized a new brand image, sourcing images and creating visual moodboards.
- Designed Social Media and Web assets
- Formalized the user experience and look for Benshen new website

Web Design & Art Direction @sanuwelness

- Created a new Brand Identity Kit for Sanu Wellness Studio
- Built Sanu Wellness Studio new website on Squarespace

Brand Identity & Graphic Design @sahra.collective

- Created Sahra's Brand Identity and brand book, including logo design and choosing typography.

### Production Assistant

- Campaign Production @RayBan
- Event Production @SanjayKasliwal
- Fashion Show Production @ToryBurch @GraceLing @PH5

### Social Media Manager

- Proposed marketing campaigns and visual strategies to increase conversions.
- Designed custom informational graphic design assets
- Created reels to promote services

### UX & Digital Growth

- Designed and implemented the User Experience of the company CRM
- As a Technical Project Manager, I managed the relationship with external IT partners and the overall digital growth projects timeline

### Marketing & Communications Specialist

- Maintained relationship with external marketing agencies for the execution and measurement of newsletter, paid media, and other marketing initiatives.
- Assembled marketing performance reports.

### Business Operations Intern

### Marketing & PR Assistant

## EDUCATION

### Parsons School of Design

#### Fashion Marketing and Communication

Associates Degree

Honors and Department Honors

### Bocconi University

#### Economics Management and Computer Science

Bachelors Degree

### Central Saint Martins

#### Editorial Fashion Styling

Summer Course

### Freelance

**NYC** Jan '24 - Now

### Freelance

**NYC** Feb '22 - Dec '23

### The Sacred Fig

**NYC** Sep '22 - Feb '23

### EIM AG

**MILAN** Sep '21 - Jul '22

### EIM Italy

**MILAN** Feb '20 - Dec '21

### Rick Owens

**MILAN** Oct '18 - Feb '19

### Yali Milano

**MILAN** Sep '17 - Oct '17

## KEY SKILLS

### NYC

Aug '22 - Dec '23

### MILAN

Sep '16 - Aug '19

### LONDON

Jul '15

**Adobe CC**  
**Art Direction**  
**Branding**  
**Creative Direction**  
**Figma**  
**Graphic Design**  
**Google Workspace**  
**Marketing Strategy**  
**Project Management**  
**Retail & Hospitality**  
**UX Design**  
**Web Design**

**Italian,English native**  
**French,Spanish moderate**