

SKILLS

Team Player	Flexibility
Problem Solver	Initiative
Organisation & planning	Integrity
Time management	Research
Strong verbal communication	Proficiency in Office, SPSS, GIMP, Paint.net.

WORK EXPERIENCE

Language of Sound

Logistics and Advancing; Content; Admin | December 2019 – present

- Assistant to Director
- Logistics and advancing of European and American concert tours for the agency's roster of artists.
- Content generation for promotional purposes (e.g. writing of artists' Wikipedia pages and profiles)
- Book keeping and admin

Breed Reply Limited

Marketing Support and Office Manager | London | June 2016 – May 2019

- PA to CEO and COO and general organisation of meetings between internal team and portfolio companies, booking meeting rooms and external venues; travel bookings.
- Marketing communications in English and Italian – annual marketing planning and budgeting; digital marketing including social media, Google Adwords, SEO, marketing campaigns, newsletters; web content management; liaison with PR agency; investor event planning and organisation; planning and organisation of company and portfolio presence at the 3 Reply's annual Xchange events in London, Munich and Milan; tracking and attending industry conferences and networking events; liaison with industry associations (BVCA, UKBBA)
- Deal Flow – distributing incoming flow of investment opportunities, scheduling of pitch sessions and organisation of Investment Committee.
- Office management - IT services; data repository and archive management; office management
- GDPR registry

Half Baked

Marketing Comm. Manager | London | May 2015 - April 2016

- Marketing manager: Press, PR and social media profiling and planning over 3 months period with 6 months targets.
- Created integrated marketing plan for 12 months including digital marketing activities, printed media and PR for the company events and record label releases.
- Support in the organisation and logistics of monthly events for up to 3000 people in London.
- Training of marketing intern.

Kew4 and Fortress – Artist Management and Music Publishing

Project Manager | London | September 2014 - July 2015

- Social media profiling and planning.
- Artist bookings for gigs and industry events (Mystery Skulls / Wes Period / Kate Earl).
- Artist liaison (label / publisher / management).
- Tour management support (The Orwells / Wes Period).
- Merchandising.

Pitch & Folks - Artist Management and Music Publishing

Artist Manager | London | October 2011 - January 2015

- Artist management and bookings.
- Tour management.
- Social Media profiling and planning.

BETT | BVE | Coca Cola Smart Water | HP | Nakd & Trek | New Amsterdam Vodka | Nike | Popchips | Samsung | Yakult | Pirelli | ProBeauty | Pure London | MGM ComicCon | Vidal Sassoon

Brand Ambassador, event manager and translator | London | 2009 - present

- Brand ambassador and event manager for brands activation, products launch through guerrilla and experiential marketing.
- Corporate events – **Pirelli. Puma Energy. Adobe Summit.**
- Trade and consumer shows – **LIWF. Pure London. Bett. BVE. TV Connect. ProBeauty. MGM ComicCon.**
- Delayed and simultaneous translation work Italian / French / English – Vidal Sassoon Academy

The Guestlist Network

Co-founder and MD | February 2008 - January 2009

- Content creation and management.
- Accounts management and credit control.
- Marketing (market research, direct mailing, advertising and PR).

EDUCATION

- **LLM** Entertainment Law, University of Westminster
London | September 2014 [1:1]
- **MA** Music Industry Management & Events, London Metropolitan University
London | September 2011 [1:1 with distinction for academic excellence]
- **BA** Business & Marketing with Finance, London Metropolitan University
London | February 2010 [2:1]

INTERESTS

- New technologies / Internet of Things; renewable energies; sustainable living; architecture; design; travelling; live music; outdoor activities; healthy food; crafted liquors and cocktails.

LANGUAGES

Italian and French (native)

Spanish (intermediate)

Russian and Portuguese (beginner)

References available upon request.