



Federica Traviglia

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WORK EXPERIENCE

February 2012 – current employment

Alcantara S.p.A., Milan – www.alcantara.com

Corporate Communications

- Increase brand awareness and global diffusion of the brand
- Coordination external press offices in Italy and APAC region
- Organization and management of corporate events worldwide
- Global digital communication management
- Management of ATL & BTL communication addressed to the B2B and the B2C
- Retail management and designers' coordination

June 2011 – January 2012

Sony Ericsson Mobile Communication S.p.A., Milan – www.Sony.com

Marketing & Communication

- Support to the trade marketing division and creation of POP promotional material
- Positioning and performance analysis
- ATL & BTL communication
- Organization of events and tradeshow

September 2008 - March 2009

Becan S.r.l., Milan - www.gruppobecan.it

Internship, sales division

- Business development
- Recruitment of new potential customers

EDUCATION

2017	Master's degree in Digital Media Management – Università degli studi di Milano – Milan
2011	Master's degree in Marketing and Communication - Fondazione Accademia di Comunicazione - Milan
2010	Bachelor's degree in Economics and Business Administration - Università Cattolica del Sacro Cuore - Milan
2005	Scientific high school diploma – Liceo Scientifico G. Galilei - Catania

LANGUISTIC SKILLS

- **Italian:** mother tongue
- **English:** fluent spoken and advanced writing and reading comprehension
- **French:** good comprehension

COMPUTER SKILLS

- Very good knowledge of Microsoft Office package (Word, Excel, Power Point, Outlook), IOS and Mac, social media and web communication.

SUMMARY

- 6-year marketing and communication professional with a specific expertise on lifestyle industry
- Deep, direct knowledge of the APAC region market