

MARCO BALEANI

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EDUCATION

European School of Economics, New York, NY Certificate in Business and Corporate Communication	2014
European School of Economics, New York, NY MSc in International Marketing	2013
IULM Libera Università di Lingue e Comunicazione, Milan, Italy BS in Communication, Public Relations and Advertising	2012

EXPERIENCE

LEGACY ORG, New York, NY International Communications	2016 - 2018
Creating and implementing the company's branding strategy. Responsible for conveying the brand's image to the international public and for overseeing the global communications strategy, including collaborations, partnerships, and sponsorships initiatives. Responsible for celebrity and business endorsements, and for the organisation, management and production of high profile events. Working alongside the company's board members, including the Chairman of the Board, Kris Jenner.	
EUROPEAN SCHOOL OF ECONOMICS, New York, NY International Communications	2014 - 2016
Working globally, operating alongside of ESE executives and owners, responsible for enhancing the company's profile within the European and US general public, by driving specific communications and public relations programs and initiatives, including organising and managing events.	
ESE NYC FOUNDATION, New York, NY	2014
Building and maintaining long-term relationships with key donors and potential donors. Approving all communications materials to make sure they adhere to the Foundation's desired message and image. Working with accountants and financial advisers for events' budget, hiring event staff as needed.	
TOMMY HILFIGER, New York, NY Entertainment PR	2013
Assisting in the organisation of the Entertainment PR department. Preparing celebrities fittings for private and public events. Dealing with press, making sure that both the VIP and the brand had adequate visibility.	

PROJECTS

- LEGACY ORG, Dubai, UAE 2016
Responsible for the organisation of Legacy launch event at Jean Georges in Dubai, UAE.
- ESE NYC FOUNDATION, New York, NY 2014
Responsible for the management, logistic and overall organisation of the New York Ball, in Trump Tower, 5th avenue, NYC, honoring Franca Sozzani, Baz Luhrmann, Catherine Martin, Steven Klein and Patrick Park.
- TOMMY HILFIGER, New York, NY 2013
Assisted in the organisation of the Men of New York event, at Tommy Hilfiger flagship store on 5th Avenue, in collaboration with GQ Magazine.
- ESE NYC FOUNDATION, New York, NY 2012
Assisted in the organisation of the European School of Economics' Foundation Gala, at Cipriani 42 Street, NYC, honoring Donald J. Trump and Richard Hilton.
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LANGUAGES

- Italian +++++
English +++++
French +++++
Spanish +++++

COMPUTER SKILLS

- Microsoft Office (Word, Excel, Power Point) +++++
Apple iWork (Pages, Numbers, Keynote) +++++
Adobe Suite (Photoshop, Illustrator) +++++
Social Media +++++
CRM (customer relationship management) program +++++