



Lara Macchiati

Date and place of birth: 10 April 1991 - San Benedetto del Tronto (AP) - Italy
Nationality: Italian
Permanent Address: Via dell'Uva 1, 63827 Pedaso (FM) - Italy
Present Address: Via Savona 67A, 20144 Milan - Italy
Mobile: +39 3471568408
Email: lara.macchiati@gmail.com

WORK EXPERIENCE

Giorgio Armani S.p.A., Milan - Italy **December 2017 - December 2018**

Trade Marketing. Support in developing, implementing and monitoring trade marketing activities for Armani Exchange brand both in wholesale and retail channels. New event formats development; events planning and organization; provide guidelines for all the markets; development of POP materials and GWPs; collection of feedback, needs and requests from GA branches and partners; analysis of quantitative and qualitative results of the trade marketing activities; support in budget management; constant relations with several departments: Sales, Visual Merchandising, CRM, Graphic, Customer Service, Digital, Media and Press; relations with suppliers and creative agencies; sales convention organization.

P.A.R.O.S.H., Milan - Italy **January 2017 - December 2017**

Communication, Press Office and Events. Relations with media and influencers; development and implementation of communication plans and budget monitoring; press release activities; support in developing social media communication activities; preparation of materials for press and customers; constant relations with the offline and online retail area; event organization.

L'Autre Chose, Milan - Italy **June 2015 - October 2015**

Showroom and Customer Service. Sales support; understanding of customer needs/expectations; presentation of collection; sample set management; showroom set-up; competitor analysis and support in finding new clients; relations with the press office; event organization, press day and internal runway for agents.

EDUCATION

Specialized Master in Marketing and Communication **January 2016 - May 2017**

Università Commerciale "Luigi Bocconi", Milan - Italy. Final mark: 106/110

Bachelor's Degree in Public Relations and Corporate Communication **October 2010 - March 2014**

Libera Università di Lingue e Comunicazione IULM, Milan - Italy. Final mark: 110/110

Linguistic Secondary School Diploma **September 2005 - July 2010**

Liceo Scientifico T. Calzecchi Onesti, Fermo - Italy. Final mark: 85/100

LANGUAGE SKILLS

Italian: mother tongue; English: very good (September 2015 - IELTS 7.5: C1); Spanish: intermediate; French: beginner

COMPUTER SKILLS

Very good knowledge of Office applications.

Advanced Excel course, Università Commerciale "Luigi Bocconi" (March 2016); ECDL Certificate (April 2012).

OTHER INFORMATION

Other experience: online course "Management of Fashion and Luxury Companies", Università Commerciale "Luigi Bocconi", Coursera Certificate (December 2015 - January 2016).

Voluntary work: support in organization of summer creative laboratories for children, Comune di Pedaso.

Study abroad: Advanced English courses, International House London (June - July 2014).

Other interests and sports: fashion, art, interior design, travel; figure skating at competitive level for eight years.