



## Personal Information

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**Nationality:** Italian  
**Date of birth:** January 3<sup>rd</sup>, 1990

## Experience

### **August 2015 – Present**

#### **EMEA Public Relations Coordinator at Michael Kors**

- Manage Public Relations across international markets (Italy, Spain, Poland, Portugal, Romania, Estonia, Latvia and Lithuania)
- Develop consistent offline and online PR strategies: understanding Company's objectives and priorities; analyzing markets' specific needs/media landscape/competitors' activities; setting goals; identifying procedures to bring tasks to completion
- Develop seasonal PR assets (i.e. press releases) to promote key products and communicate special projects/new initiatives
- Work on features' pitching and execution
- Secure editorial coverage: working on news placement; supervising samples requests; monitoring forthcoming credits and examining results
- Manage celebrities/influencers endorsement and coordinate external VIP agency
- Work on global/local events organization (i.e. fashion show, press days, in-store events)
- Work on 360° communication projects and constantly liaise with Brand/Trade Marketing, Social Media, Events and Sales departments to put in place integrated strategy
- Compile Quarterly Reports to examine achieved results (EMEA region - print and online coverage) and take care of competitors' activities analysis

### **February 2015 – July 2015**

#### **Junior Account at Studio Isabella Errani Brands: Gruppo Calzedonia; Inglesina**

- Secure editorial coverage through samples and images requests management
- Handle Public Relations across the Italian market, keeping and improving contacts with fashion editors, journalists and influencers
- Work closely with digital publications to implement online coverage and visibility
- Write and dispatch product newsletters and press releases
- Manage press review monitoring, collecting and analyzing media coverage
- Support press days and events organization
- Support daily PR activities

### **August 2014 – January 2015**

#### **EMEA Public Relations Intern at Michael Kors**

- Work on daily press review, monitoring and collecting print and online coverage
- Manage samples requests/samples traffic
- Handle images and prices requests
- Support PR activities

## Education

**2012 – 2015**

**Università degli Studi di Milano**

- Master's Degree, Philosophy  
110/110 cum laude

**2009 – 2012**

**Università degli Studi di Milano**

- Bachelor's Degree, Philosophy  
110/110 cum laude

**2004 – 2009**

**Liceo Scientifico Statale A. Tosi, Busto Arsizio (VA)**

## Languages

- **Italian:** Mother Tongue
- **English:** Fluent

## Digital Skills

- Good command of Microsoft Office
- Good command of main Social Networks

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