

SOFIA BAGLIO

EDUCATION

Fashion Styling & Communication

IED Milano
2020-2023

Master Art Direction & Copywriting

Politecnico di Milano
2023-2024



SKILLS

Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe Premiere
Adobe Lightroom
Adobe After Effects




Work in a group
Flexibility
Problem solving
Precision and attention to detail

PROFESSIONS

Art Director Fashion
Stylist Event Manager
Fashion Consultant
Content Creator
Production

Over the years, I have developed and demonstrated commitment, motivation and passion for the complex and engaging fashion industry. During my university career, i had the opportunity to explore different branches of the industry, through which my main skills emerged: listening skills, the ability to learn quickly and a natural inclination towards teamwork. Art Direction is the area in which my skills have definitely emerged the most, which is why I expanded my studies, embarking on a new path, which could best educate me in this profession.

LANGUAGES

Italian 
English 
Spanish 

EXPERIENCE

PR intern Anna Bollati 2024

Press Review:

- Daily monitoring of print and online media to collect articles and report on brand coverage.
- Creation of press review reports and analysis of media outputs.
- Preparation and updating of dossiers to present PR work to clients.

Back Office Activities and Team Support:

- Support in planning daily PR activities and managing team priorities.

Talent and Influencer Management:

- Research and selection of new talents, influencers, or brand ambassadors for collaborations.
- Organizing gifting and influencer initiatives to increase the brand's visibility on social media.
- Management of documentation, databases, and media archives.

CONTACT

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