



ANNALISA SCIALANCA

MARKETING SPECIALIST

+39 3341342042
scialancaannalisa@gmail.com
Via Monte Amiata - 20149 Milano (MI)

EDUCATION

Master's in Visual Design and Communication 2022 - 2023
Raffles University _ Milan

Relevant coursework: printing techniques, type design, video & directing, coding/digital culture.
Relevant projects: exhibition and set-up with Newton Foundation; rebranding project in collaboration with Studio Pitis; project in collaboration with LeftLoft and Erik Kessels Studio.

Bachelor in Fashion Business 2019 - 2022
ISTITUTO MARANGONI – Florence / Milan

Relevant coursework: Strategic Marketing, Product Management, Fashion Communication, Consumer Behaviour, Project Management.
Relevant projects: Start-up for publishing industry innovation. Development and design of a digital magazine. The project finds its potential thanks to the use of NFTs and the “Metaverse.”

SKILLS

Creativity

Management Skills

Strategy

Critical Thinking

Negotiation

Versatility

Leadership

Digital Marketing

Positive | Upbeat

LANGUAGES

ITALIAN

ENGLISH

SPANISH

FRENCH

TOOLS

Meta Suite

Microsoft Office
(Word, Excel, Power Point)

Adobe Creative Suite
(Photoshop, Illustrator, Premier pro)

JustFashion

html base

Google Workspace

CMS

OTHER

Digital Marketing Certificate
PARSONS NY, The New School

REFERENCES

Avaleble upon request

EXPERIENCE

MARKETING SPECIALIST
COLLINI MILANO 1937 – FASHION 2023-PRESENT

Planning and execution of brand communication across digital and offline channels.
Content direction, social media strategy and visual coordination.
Management of digital advertising campaigns and sponsorships.
Influencer partnerships, event planning and brand storytelling for campaigns and product launches.

MARKETING & COMMUNICATION SPECIALIST
COLLINI HOTELS & RESORTS – HOSPITALITY 2024-PRESENT

Support in the rebranding and repositioning of the hospitality Group.
Content creation for web| social , aligned with brand tone and image.
Coordination of visual materials and internal communication.
Planning and on-site support for ITB Berlin 2025 as official exhibitor.
Production of video content and promotional assets for B2B communication.

MARKETING SUPPORT
RIVOIRE BEAUTY – COSMETICS 2024-PRESENT

Support in the development of advertising campaigns and influencer marketing strategies.
Support in storytelling and product presentation across multiple touchpointsarticipation.
Logistics coordination, booth management and testimonial role during the event.
Support in storytelling and product presentation across multiple touchpoints.

FREELANCE PROJECTS
CREATIVE & COMMUNICATION SUPPORT 2022-2024

Content creation, creative direction support, editorial planning and digital strategy for independent clients and agencies.

SHOWROOM SUPPORT
RICCADONNA SHOWROOM 2018

Worked on e-commerce development for sales optimization and supported daily organization and photo shoots.