
SOPHIA MARIA VITTORIA MOZZALI

London, England
s.mozzali@gmail.com
Personal Website
LinkedIn

Sophia Mozzali was born and raised in Milan, Italy and moved to England for her studies. She has started her MA in fashion communication: journalism at Central Saint Martins recently. She gained experience in communication (verbal, nonverbal and visual) through her work experiences as PR and buyer in fashion, beauty and lifestyle. She is skilled in managing profiles on various social media platforms and in expanding a brand presence through personalized interactions with contents and followers. Sophia has a positive attitude and a high motivation to get projects done in advance. Her desire for perfection and her creativity will help Sophia to stand out from the crowd.

EDUCATION

Master of Arts: Fashion Communication: Journalism, 2020 (expected)

Central Saint Martins – London, England

Bachelor of Arts: Media and Communication, 2018

De Montfort University - Leicester, England

- Member of Tea Break (blog)

EXPERIENCES

Public Relations Intern, Oct. 2018 to Oct. 2019

Studio Re – Milan, Italy

- Secured media coverage for clients, company and specific campaigns
- Developed and promoted corporate brand, images and identity to media and public
- Provided administrative support to senior team members
- Cultivated and maintained strong relationships with media outlets
- Helped plan and execute private, company and client events
- Proofread and edited materials prepared by all staff to check and correct spelling, grammar and style
- Drafted post-event evaluations, compiled results and recommended changes for future events
- Wrote and distributed press releases for company and clients

Buyer Intern, May 2017 to Aug. 2017

Myriam Volterra - Luxury Italian Brands – Milan, Italy

- Interacted with vendors, store managers and other stakeholders to maintain on-time deliveries
- Communicated with suppliers to negotiate best pricing on apparel and accessories
- Performed various administrative functions, including filing paperwork, delivering mail, sorting mail, office cleaning and bookkeeping
- Monitored social media and online sources for industry trends and for MFW

Initiative, Apr. 2016 to Apr. 2020

Lifestyledoodle – Web

- Produced and launched the website and social media channels to show the illustrations edited with hand-made doodles
- Collaborated with brands, influencers and magazines

Brand Ambassador, Apr. 2015 to May 2017

My Flash Trash – London, UK

- Wrote media alerts and developed social media campaigns to promote the jewellery
- Communicated product value, quality and style to educate and entice potential customers
- Snapped professional quality photographs to use on social media channels for promotional campaigns
- Reviewed and edited blog posts to guarantee high content quality
- Provided feedback to all departments on brand consistency in outbound communications

Personal Assistant, May 2016 to June 2016

Anthilia Capital Partners Sgr Spa – Milan, Italy

- Produced accurate office files, updated spreadsheets and crafted presentations to support executives
- Wrote reports, executive summaries and newsletters
- Responded to emails and other correspondence to facilitate communication and enhance business processes

SKILLS

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| <ul style="list-style-type: none">○ Italian: Native, English: Fluent, French: Intermediate, Spanish: Basic○ Social Media: Facebook, Twitter, Instagram, Pinterest, Tumblr, Snapchat, YouTube | <ul style="list-style-type: none">○ Content: HTML/CSS/JAVA, WordPress, Squarespace. Adobe Photoshop and Illustrator○ Basic knowledge of radio broadcasting |
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