

# Bianca Sfondrini

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## Professional Experience

### BREATHING AGENCY – Brand Ambassador/Customer Advisor

Jun–Sep 2023

- Supported the organisation of branded events for **Sephora** and **Douglas (Chloé, Weleda, Too Faced)**.
- Assisted in the launch event of e.l.f. Cosmetics in Italy and helped connect clients with brand representatives.

### MILAN FASHION WEEK – Stylist Assistant at **Borbonese**

Jun 2023

- Liaised between stylists and models, implemented the clothing plan and documented notes for the actual show.
- Ensured a smooth execution of the event's schedule, including coordinating with participants, journalists and the staff.

### RISO MAREMMA – Customer Relations Assistant

Mar 2017

- Assisted and translated for Riso Maremma during the incoming of foreign operators.
- Represented the brand in front of the trade fair's audience, sharing the history, strategy and available business venture opportunities.

## Languages & Skills

- Italian** (native), **English** (C1–C2 proficiency, **IELTS**: band 8), **Spanish** (A2).
- IT skills: **Adobe Suite** (Photoshop, InDesign), **Microsoft Office** (Word, PowerPoint, Excel), Canva, Wix, **CapCut**.

## Courses & Certifications

### ISTITUTO EUROPEO DI DESIGN (**IED**) – Fashion Styling Specialisation Course

Dec 2022–Jun 2023

- Relevant modules: Fashion Publishing, Graphic Lab, History of Contemporary Fashion, History of Photography and Visual Culture.
- Creative direction of three shooting - Man, Woman and Still Life.

### LVMH – Inside LVMH Certificate

Dec 2021

- Completed a course on LVMH and the Luxury Industry, focusing on the creation of fashion campaigns.
- Integration of luxury and sustainability, retail and customer experience.

### CERTIPASS – European Informatics Passport (EIPASS)

Feb 2020

- Navigate and Research Information on the Web, Communicate and Collaborate on the Network, IT Security and Spreadsheet.

## Education

### LONDON COLLEGE OF FASHION (**UAL**)– MA Fashion Journalism and Content Creation

Sept 2024–Sept 2025

- Modules: Global Fashion Media and Markets, Exploring Commercial Fashion Content, Creative Decision Making for Fashion Enterprise, Fashion Journalism for Change.

### IULM UNIVERSITY – **BA Corporate Communication and Public Relations**

Sept 2019–Jun 2021

- Final grade: 110/110 cum laude.
- Modules: Sociology of Media, Professional English, Social Change in the Digital Age, Professional Writing, Digital Media for Marketing Communication, Public Relations and Public Speaking, Creativity and Advertising.