

GIULIA TURCHETTI



LUXURY MARKETING GRADUATE STUDENT

CONTACTS

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 Paris, France

EDUCATION & AWARDS

MASTER MARKETING: NEW LUXURY & ART DE VIVRE

Sciences Po Paris
2019-2021

B.A. POLITICAL SCIENCE ECONOMICS, ART HISTORY MINORS

New York University Abu Dhabi
2015-2019, GPA: 3.87/4.00

Exchanges: NYU Stern School of
Business, NYU Florence, NYU Sydney
Bachelor's Thesis Award: Academic
Excellence in Political Science

LANGUAGES & SKILLS

Italian (Native)

Hungarian (Native)

English (Fluent)

French (Fluent)

Polish (Colloquial)

MS Office (Word, Excel, PPT)

Social Media

Design (Canva, Sketch)

WORK EXPERIENCE

VIP Hostess

YAS Marina Circuit F1 Paddock Club | November 2018 | Abu Dhabi

- Welcomed 250 VIP guests to the F1 Paddock Club and provided first-class customer service in the VIP area
- Coordinated and supervised activities of personnel working in the Paddock suite; resolved client issues and complaints

Business Development & Marketing Intern

imagiLabs | June 2018 – August 2018 | Stockholm

- Developed communications and marketing strategy to raise brand awareness of imagiLabs across Sweden and wider Scandinavia
- Organized and executed user testing sessions of imagiLabs' product prototypes in Ericsson's incubator in Stockholm
- Managed imagiLabs' social media platforms (Facebook & Twitter)
- Crafted a pitch deck which secured imagiLabs a finalist spot in the Startup World Cup Competition in Denmark (2018)
- Generated weekly reports from imagiLabs' CRM system

Fashion Marketing & Brand Management Intern

Sharis & Diba | September 2017 – December 2017 | Abu Dhabi

- Created daily social media content (using Photoshop and Illustrator) and established organic follower base within the UAE
- Contacted Emirati influencers for collaborations, boosting brand visibility by 20.3% and Instagram followers by 27%
- Represented the brand at large-scale events such as the Chic Lady Fashion Show in Abu Dhabi in ADNEC
- Wrote content for press releases and prepared company presentations sent to editors and local magazines in the UAE

PR & Marketing Intern

Elite Sailing Poland | July 2016 – August 2016 | Warsaw

- Spearheaded new marketing strategy and attracted ca. 150 customers filling all sailing trips offered in 2016
- Crafted POS materials (brochures, promo videos, social media posts, etc.) in English, Italian, and Hungarian, enhancing outreach in Central and Eastern Europe, nearly doubling website traffic
- Provided administrative support for Elite Sailing by facilitating sailing trips and events in Warsaw and in Masuria (logistics liaison, guest registrations, payment collection, transportation bookings)