

# CREMONESI Chiara

MSc Fashion Design and Luxury. Internship opportunities in Europe in marketing and communication for 6 months from June 2021. Available to travel



## CONTACT INFORMATION

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## TECHNICAL SKILLS

- Multilingual
- Office Pack
- Google Analytics
- Group work
- Project management

## SOFT SKILLS

- Passionate about the universe of luxury
- Proactive
- Excellent relationships management
- Open minded
- Flexible

## LANGUAGES

**Italian:** native

**English:** fluent C1

**Chinese:** intermediate

**French:** pre-intermediate

## VOLUNTEERING AND

### SOCIAL WORK

**Italian Red Cross** Mar 2013  
**volunteer** – Nov

- promote HIV and STD awareness
- provide support to homeless people

**Blood donor**

## HOBBIES AND ACTIVITIES

- Professional tennis for 3 years

## EDUCATION

**Grenoble École de Management**

2020- 2022

**MSc FASHION DESIGN AND LUXURY MANAGEMENT**

Relevant modules

- Marketing
- Branding and brand equity management
- Corporate communication and PR
- Digital marketing
- Sustainable luxury and design

PROJECTS

- "What are the impacts on willingness to pay for sustainably produced luxury goods - A study on Gen Z and Millennials attitudes and opinions"
- "How materials influence the perception of luxury handbags? A case on the second-hand market"
- L'Oréal Live Business Case: "Potential in refill products & the impacts in the supply chain"

**Tsinghua University, Beijing**

Sept 2019- July 2020

**CHINESE LANGUAGE COURSE**

Attended a Chinese language course

**Beijing Language and Culture University, Beijing**

Summer 2016

**CHINESE LANGUAGE COURSE**

Attended a Chinese language course

Feb- Jul 2019

**Università Cattolica del Sacro Cuore di Milano**

Oct 2015- Oct 2018

**BACHELOR DEGREE IN INTERNATIONAL RELATIONS AND FOREIGN LANGUAGES**

- My degree covered different aspect of politics such as geopolitics, international relations, international and European law and political history.
- Chinese as language of the major
- Final dissertation: "The cosmetic market in China: L'Oréal case"

**Stellenbosch University, South Africa**

July 2017- Dec 2017

**EXCHANGE PROGRAMME**

- Main courses: micro and macroeconomics, Chinese language and Afrikaans language
- Helped local communities in need

**SOAS University of London**

Sept 2015

**International relation summer program**

PROFESSIONAL EXPERIENCE

**LOUNGE ASSISTANT AND REFUNDER - Global Blue**

Oct 2018- Jan 2019

- Provided a luxury experience clients during the refund process
- Introduced clients to our luxury brands partners
- Introduced clients to our partners' store managers for a luxury shopping experience

**HOSTESS – InterStand Service S.r.l**

Apr 2018- 2019

- Hosted events during Milan Fashion Week and Salone del Mobile
- Satisfied clients' needs and requests

**PRIVATE TUTOR**

Sept 2016- July 2017

- Helped high school students with homework and revision
- Helped them to understand concepts which were unclear and to find their own studying method

**HAIR MODEL - Bookin' s.r.l**

Mar 2016- Jan 2018

- Model for summits and presentations of new hair products and techniques
- Main clients: L'Oréal, Kemon, Ghd etc..