

PAULINA BATTEGAZZORE

EU & USA WORK PERMIT

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PROFESSIONAL SUMMARY

An international creative with 5+ years of professional experience in the international luxury market working in bilingual settings. Deliberate and inventive, my international experience and education bring agility to adapt to new programs, circumstances, and collaborative methods. I enjoy projecting my creativity and experience into innovative solutions to inspire and foster the personal growth and collective development of others. Customer satisfaction drives my enthusiasm and detail oriented determination to deliver the best quality of work.

LANGUAGES

American English (native)

Italian (native)

Spanish (advanced)

EDUCATION

Master's in Business Administration / Specialization in International Marketing

2021 – 2022

SCHELLHAMMER BUSINESS SCHOOL Marbella, Spain

- Distinction for Superior Academic Performance

Bachelor of Communication Design / Specialization in Graphic Design

2012 – 2016

CALIFORNIA STATE UNIVERSITY Chico, California

- Minor in Photographic Studies
- Certificate in Web Design & Publishing
- Created the U Course: Learning by Design

WORK EXPERIENCE

Creative Brand Manager

Jan 2023 – Present

- Presentation Designer for Google's Executive Communication Director & Author in Silicon Valley, California
- Web Designer, Rebranding Graphic Designer, & Marketing Specialist for companies in the Bay Area, California
- Community & Sponsor Manager for fashion shows produced by MatchPoint Events in Madrid, Spain

Head of Innovation Design Lab

Jun. 2019 – Oct. 2021

EUROSTAMPA, CALIFORNIA

- Coordinated with international teams to develop & design marketing strategies, content creation, exhibits & events
- Liaise with sales team and clients from luxury brands to develop solutions, new design concepts and prototypes
- Digital pre-press artist for commercial label print production & assisted clients and managers with press checks

Digital Brand & Marketing Designer

Jan. 2019 – Mar. 2019

ALP-N-ROCK, CALIFORNIA

- Increased consumer sales and engagement through digital rebranding across various platforms
- Designed and maintained e-commerce store with the use of Shopify and Adobe Creative Suite programs
- Advertised and analyzed analytics through social media, google ads, facebook ads, and email marketing
- Coordinated photoshoots and talent to direct brand's overall content for digital distribution
- Assisted the clothing development team with graphics and fittings

E-Commerce Manager & Designer

Jun. 2018 – Dec. 2018

FOLIO FINE WINE, CALIFORNIA

- Managed multiple e-stores ensuring all products and information were up to date with inventory availability
- Managed private membership accounts and wine clubs to promote exclusive offerings
- Coordinated inventory, supply, order fulfillment and compliance
- Assisted in developing marketing campaigns for various brands

OTHER EXPERIENCE

- Working in hospitality for a 5 star Forbes luxury resort, facilitating retreats, teaching students, developing interdisciplinary university course, representing schools, event development, web design, wedding & lifestyle photography, reservations and customer service, receptionist, luxury boutique front end associate

VOLUNTEER

- Youth Learning & Health | Elderly Initiative Programs | Homeless Aid | Nature Parks Restoration & Conservation