



GIAN MARCO PELLEGRINI

RECENT GRADUATE - BUSINESS: LUXURY BRAND MANAGEMENT

ABOUT ME

I am recent graduate of the Master's Degree course in Luxury Brand Management at Regent's University London. I speak two languages, Italian and English, and during my excellent academic career I have developed a deep mastery of Design Thinking tools and methods that have allowed me to develop a creative yet pragmatic and strategic mindset within the Business world, focusing my academic and professional abilities on Marketing, Branding and the management and development of luxury industry brands and products.

EDUCATION

01/22 - 03/23 Master's Degree in Luxury Brand Management

Regent's University London

- Strategic Brand Management, Marketing and Product Strategy, Advanced Business for Design

01/22 - 12/22 1st Level Academic Master's Degree Luxury Brand Management

Domus Academy Milano

- Strategic Branding, Integrated Communication Strategy, Advanced Business for Design.

Final grade: 110/110 cum Laude.

10/17 - 07/21 Bachelor's Degree in Design, Marketing and Communication

LABA - Libera Accademia di Belle Arti Firenze

- Design, Product Design, Graphic Design, Product Strategy, Marketing, Communication

Final grade: 110/110 cum Laude and Mention of "Student of Excellence"

PROFESSIONAL EXPERIENCE

11/22 - 02/23 SellUP - Ready to Share SRL

Curricular Internship: Brand Manager Junior

- Marketing, Brand Management, Sales Support Department, Back Office.

ACADEMIC EXPERIENCE

09/22 - 10/22 Kartell

Domus Academy Milano - Workshop: Product Strategy and Digital Communication

- Developing a global innovative strategy leveraging brand heritage

06/22 - 07/22 Mytheresa

Domus Academy Milano - Workshop: Strategic Brand Management

- Branding and Marketing strategy for the Metaverse

04/22 - 05/22 Massimago

Domus Academy Milano - Workshop: Digital Communication

- Digital communication strategy for the Italian wine industry

02/22 - 03/22 De Beers Forevermark

Domus Academy Milano - Workshop: Strategic Brand Management

- Branding and Marketing strategy for the global luxury jewelry industry

04/21 - 09/21 MSC Software - Hexagon

Collaboration for Bachelor's thesis project

10/19 - 05/20 Antonio Lupi Design

LABA Firenze - Workshop: *Design for bathroom solutions*

PROFESSIONAL SKILLS & LANGUAGES

Photoshop

Autocad

InDesign

Rhinoceros

MS Office

Cinema 4D

IT Mother tongue
EN Upper Intermediate

INFO

Gender: Male

Nationality: Italian

Date of Birth: 28/12/1995

CONTACT

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PERSONAL SKILLS

Creativity

Adaptability

Communication

Critical Thinking

Innovation

Organization

Teamwork