



Tatiana Filograno

Social Media Manager

Location: Italy > Lombardia > Milano

Years of Experience:

Employment Search: Si

Internships Available: No

Showcase description

Over the past three years, I have served as Press Office and Social Media Manager for a company specializing in promoting international entities in jewelry, art, design, and wine. Through this experience, I have contributed to the success of major global events, including Milano Jewelry Week, Artistar Jewels, and Best Wine Stars. In my role, I have managed both press office and social media teams, cultivating strong relationships with over 150 wineries and spirits producers for wine-related projects and more than 350 artists, brands, schools, designers, and jewelry retailers for jewelry projects. My current responsibilities include coordinating communication strategies, organizing events, and managing logistical aspects such as advertising campaigns, newsletters, masterclasses, and photo shoots. Additionally, I have established long-term partnerships with media professionals, securing annual collaborations with journalists, content creators, and industry experts. As part of my Press Office responsibilities, I have created and monitored media coverage for wine and jewelry projects, coordinated editorial content for Artistar Jewels catalogs, and written introductory sections. I have also drafted press releases, curated newsletters via MailChimp, and managed WordPress websites to optimize user experience and content accessibility. As a Social Media Manager, I have overseen editorial planning for nine social media pages. I have analyzed target audiences, defined buyer personas, and developed content that aligns with project goals. Using tools like Canva, CapCut, Adobe Illustrator, and Photoshop, I have created engaging content and scheduled posts through Facebook Business Suite and LinkedIn Business Manager. As an example, my community management efforts helped grow one Instagram page from under 10k followers to over 32k within 2.5 years. Outside of work, I am passionate about outdoor activities such as snowboarding and surfing, as well as reading books that inspire personal growth and reflection. I approach challenges with determination, viewing them as opportunities to learn and grow. I am seeking a role that allows me to leverage my skills in communication, social media, and client relationship management. Ideally, I would be involved in crafting compelling content, engaging with audiences across various platforms, and building strong, long-term relationships with clients. I'm passionate about creating strategies that boost brand presence and foster meaningful connections with clients, ensuring their needs are met while driving business growth.

Direct Marketing

