

Sofia Grandoni

Communication, PR & Event Specialist

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CORE SKILLS

Event Planning

Concept, venues, vendors, catering, AV, hybrid logistics

Communication

Campaign identity, storytelling, internal comms, newsletters

PR & Stakeholders

Press releases, media kits, pitching, partner relations

Digital & Content

Content calendars, Instagram, TikTok, email, KPI reporting

LANGUAGES

Italian Native
English Full professional
Spanish Upper-intermediate (B2)

EDUCATION

First-level Postgraduate Master in Communication for the Creative Industries (Food, Fashion & Design)
Università Cattolica del Sacro Cuore, Milan · 2023

BA Modern Languages & Cultures
Università degli Studi di Genova · 2021

Google Certificate
Foundations of Project Management

TOOLS

Design: Canva, Adobe Illustrator, Figma, Keynote, CapCut
Marketing: Instagram & TikTok Business, HubSpot, Google Analytics
Projects: Wrike, Miro, Google Workspace, Slack, Teams
Data & AI: Advanced Excel, ChatGPT, Claude, Copilot

AVAILABILITY

Start: immediately
Work: on-site in Liguria, remote or hybrid
Travel: available for events in Italy and abroad

PROFILE

Communication and events professional with international experience at Apple EMEA. I plan launches, VIP events and integrated campaigns for audiences of 1,400+, owning brief, vendors, budget and storytelling end to end. First-level Postgraduate Master in Communication for the Creative Industries; three languages. Now based in La Spezia and looking to join an agency in marketing, communication, PR and events.

EXPERIENCE

Apple — Project & Events Coordinator Jan 2026 – Oct 2026
EMEIA · Cork, Ireland

- End-to-end delivery of communication campaigns and events for **1,400+ people** across EMEA markets.
- **Event planning:** concept and coordination of regional launches and VIP ceremonies, on budget and to brand standards.
- **Stakeholders & vendors:** main contact for leadership and international partners; **10+ vendors** managed, **9% budget saved** through negotiation, 100% on-time delivery.
- **Engagement:** participation raised from **30% to 90%+** through new storytelling and content planning.
- **AI workflows:** reporting time cut by **90%**.

Apple — Customer Support Advisor Jun 2024 – Dec 2025
Cork, Ireland

- Managed complex cases and international client relationships with **90–100% satisfaction**.
- Wrote technical communication materials and guides adopted across teams, **reducing support requests by 70%**.

Clinique — Sales Assistant & Event Planner Mar 2023 – Apr 2024
Brown Thomas · Cork, Ireland

- **Retail & marketing:** in-store and social-first campaigns that grew sales by **80%** and took the store from **10th to 4th place** in the regional ranking.
- **Event activation:** regular promotional events and personal consultations that strengthened the brand–client relationship.

Foot Locker — Sales Advisor 2018 – 2019
Genoa, Italy

- Client relations and consistently above-target sales in fast-paced retail.

SELECTED PROJECTS

Launch 2026, EMEA campaign (1 month): campaign identity I created and pitched, selected globally over two other regions; 1,400+ branded units. **9% under budget.**

Excellence Recognition Awards: hybrid VIP ceremony for 37 awardees and 77+ guests, delivered in 8 weeks. **My layout is now the standard.**

Global Accessibility Awareness Day: week-long integrated campaign for 1,368 people in two countries. **94% participation.**