

GAIA POLI



I am a professional and an enthusiast, operating in the fields of education, marketing communications and fashion. My expertise originates from the entrepreneurial field, participating successfully in the building of a brand, to the marketing of it, and its international expansion. Today I design learning paths where I endorse stimulating and creative strategies, spacing from multimedia to maieutics. I believe in culture as a mean to emancipation. I study and employ strategic marketing as a holistic and experimental arena. I experience communication as an ancient art, and a current science.

CONTACTS

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ACADEMIC EXPERIENCE

Arkansas State University, USA
Master of Science in Strategic Communications, (12/2020)

Focus: Strategic Communication, Marketing, Consumer Behaviour, Digital Communication, Crisis communication.

Fairfield University, USA
Bachelors of Arts, 01/2016

Focus: Business, Communications, Fine Arts, Liberal Arts.

Continuous learning and periodic reskilling through post-graduate courses and seminars through universities and institutes such as: Università Bocconi, Politecnico di Milano, BoF, MoMa and Hootsuite.

PROFESSIONAL EXPERIENCE

PhD supervisor, 06/2021 – today

Reading University – UK

- Supervision of Italian students' PhD dissertations in Consumer Behaviour.

Instructor, 10/2020 – today

Istituto Marangoni – Milano, Italy

Courses recognized from AFAM (Alta Formazione Artistica, Musicale e Coreutica) and MIUR (Ministero dell'Istruzione): Brand communication, Fashion product development from conception to consumer.

Instructor, 10/2020 – today

Polimoda – Firenze, Italy

- Courses recognized and funded, by the Regione Toscana: Retail marketing, Customer relationship management, Fashion jewelry Business.

Instructor and Mentor, 01/2016 – 05/2020

FUA Florence University of the Arts – Firenze, Italy

- Courses and experiential learning hours, which credits are validated by USF (University of South Florida): Strategic fashion communication, Fashion buying strategies, Fashion retail management, Consumer behaviour and retail strategies, Event design, Branding, Fashion marketing.

Department Coordinator, 03/2012 – 01/2020

Fashion and Accessories Department - FUA Florence University of the Arts – Firenze, Italy

- Development of academic programs, didactic mapping, and syllabus content.

SOFTS SKILLS

- Analytical skills
- Project management
- Communication
- Teamwork
- People management
- Adaptability
- Leadership
- Problem setting and problem solving
- Public speaking
- Resilience
- Creativity
- Curiosity

DIGITAL COMPETENCES

- Common operating systems
- Remoter learning platforms (Blackboard and Moodle)
- Social Media
- Hootsuite
- Qualtrics

LINGUISTIC COMPETENCES

- **Italian:** Mother tongue
- **English:** Proficient

OTHER INFORMATION

- Driving license
- Available to travel

- Recruitment, selection, training and management of a team of instructors.
- Public relation management through events and visits to foreign universities (USA and Canada).

Co-owner and Marketing Communication Manager, 02/2009 - 03/2012

Athena SRL – Jewelry and watches distribution company – Firenze, Italy

- Distribution for Italy and South Europe of the watches brands Jacob&Co. (jacobandco.com), Technomarine (technomarine.com) and Philip Stein (Philipsten.com) and the jewelry brands Sevan Bicakci (sevanbicakci.com).
- Development and implementation of marketing communication strategies.
- Public relation and participation in national and international trade shows, among which: VicenzaOro in Vicenza and BaselWold in Basel.
- Creative direction of the start up private brand "Madame Gioielli". Selection and management of national and international vendors, supervision of the prototyping and production phases, cost management and quality control.

Event Designer 02/2006 - 02/2009

Regency San Marino – Event design agency – Repubblica di San Marino

- Creation and management of corporate events, incentives, and private events.
- Event theme development, objective setting, logistics and budgeting.
- Training instructor for new recruits.

Marketing Communication Junior Strategist, 09/1998 - 02/2006

La Nouvelle Bague - Jewelry production company – Firenze, Italy

- Family company funded by Leopoldo Poli and Lea Scarnicci.
- Development and implementation of marketing communication strategies.
- Creation of differentiated branding campaigns for different countries (EU, USA and Japan) to implement brand awareness.
- Curation of the launch party for the opening of the first flagship store in Via Tornabuoni, Firenze.
- Content creation and aesthetic research for the company six-month brochure "Momenti".
- Public relation and participation in national and international trade shows, among which: VicenzaOro in Vicenza, BaselWold in Basel, JCK Show in Las Vegas, The Couture Show in Las Vegas.

PROJECTS

- **State of the Art – Stories for Learning:** I curate and divulge a cycle of educational interviews through my Youtube channel (@Gaia Poli), with the narrative purpose to share professionals' experiences in the fields of marketing, communication, design, fashion and art. These stories are designed to enrich the educational purpose of my lessons.