

WITT GIANNINI

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New York, NY.

SUMMARY

May 2025 Columbia University graduate pursuing full-time position or internship within the luxury industry. Major in Art History with a taxonomical obsession and love for the archives of great, innovative design and advertising. Professional experience in PR, branding, communications, sample trafficking, writing/editing, and graphic design. Plan to bring insatiable curiosity, rigorous work ethic, organizational prowess and witty savoir faire to the workplace.

SOFT SKILLS

Creative thinker and quick learner; self-starter; excellent communication skills; strong organizational skills; close attention to detail; team player; excellent at managing deadlines; comfortable with fast-paced workplace; strong analytical skills

HARD SKILLS

Writing, proofreading, and editing; Google Workspace and Microsoft Office; Adobe Photoshop and InDesign; Inside LVMH Certificate in Creation & Branding, Operations & Supply Chain; Cision, Launchmetrics, FashionGPS; Advanced proficiency in Spanish; Intermediate proficiency in Italian

EDUCATION

Columbia College, Columbia University
B.A. in Art History - May 2025
GPA: 4.06, Dean's List
Honors: *magna cum laude*

EXPERIENCE

CAPRI HOLDINGS: NEW YORK CITY

Global luxury fashion conglomerate

SUMMER 2024

MICHAEL KORS PUBLIC RELATIONS INTERN

- Assisted and monitored editorial sample requests with Launchmetrics, scheduled messenger services for send-outs, and updated credits decks & shoot support sheets
- Conducted venue research/site visits for upcoming events
- Reorganized and streamlined both physical closet storage and digital drive
- Conceptualized/pitched global press strategy, activations, and detailed event rollout to promote upcoming holiday campaign for final intern project

SUMMER 2022

GLOBAL INTERNAL COMMUNICATIONS INTERN

- Brainstormed and edited content for "The Capri Edit" magazine
- Authored and designed multiple communications sent to Capri Holdings employees to both educate on employee engagement initiatives and highlight brand activity
- Researched and presented competitor employee benefits

RETHINK DESIGNS: NEW YORK CITY

Start-up luxury clothing and accessory resale company

SUMMER 2023

INTERN/PERSONAL ASSISTANT

- Contributed to creating brand strategy, messaging, and design
- Created and organized new digital organizational system for tracking inventory
- Helped select, transport, and visually display merchandise for seasonal Trunk Shows
- Acted as brand representative at Trunk Shows, providing unique sales stories behind each piece of merchandise and cross-selling company's offerings beyond resale