

WITT GIANNINI

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New York, NY.

EDUCATION

COLUMBIA UNIVERSITY

MAY 2025

B.A. in Art History

GPA: 4.06, Dean's List

Honors: *magna cum laude*

RELEVANT COURSEWORK

Intro to Fashion Studies

Art and Fashion

Music and Fashion

American Diva

SKILLS

Microsoft Suite, Google

Suite, Adobe Photoshop,

Adobe InDesign, Canva,

Launchmetrics,

FashionGPS, Cision

LANGUAGES

Spanish (Advanced) and

Italian (Classroom)

INTERESTS

Museums, Travel (36+

countries), Disco Music,

and Horror Movies

INSIDE LVMH

CERTIFICATE

MAY 2025 - JUNE 2025

Completed four modules

taught by LVMH Group

Senior Management and

academic and industry

experts to gain insights into

the LVMH ecosystem,

explicitly concerning the

critical fundamentals of the

luxury industry, luxury and

sustainability, creation and

branding.

EXPERIENCE

CAPRI HOLDINGS

MICHAEL KORS PUBLIC RELATIONS INTERN

NEW YORK CITY

JUNE - AUGUST 2024

- Supported a team of nine in planning and implementing public relations strategies for a \$3B brand
- Collaborated with a team to conceptualize an omnichannel marketing strategy to announce the 2024 Holiday Campaign for the Michael Kors Collection, developed a detailed schedule for a global strategy inclusive of an organic short and long lead press placements, a WWD exclusive global press announcement, a campaign-themed speakeasy influencer event, and high-profile fashion editor dinner in Manhattan that was pitched in a 34-page PowerPoint deck to senior leadership
- Conducted research to identify venues for a large-scale post-show cocktail event for 200+ A-list influencers and VIPs, including Olivia Wilde and Kerry Washington; summarized proposals in a PowerPoint deck for VP Global Brand Marketing and Communications
- Maintained a sample closet of 500+ items; leveraged Launchmetrics and FashionGPS to inform fulfillment of fashion media outlet and high-profile celebrity stylists' requests

GLOBAL INTERNAL COMMUNICATIONS INTERN

JUNE - AUGUST 2022

- Collaborated with a team responsible for forming and delivering communications strategies to 14K internal corporate and retail stakeholders from 1.2K global retail *Michael Kors, Jimmy Choo and Versace* outlets
- Conducted a competitive benchmark analysis of 25 peer companies to identify employee benefits best practices; summarized findings and recommendations in a 41-page PowerPoint deck for leadership
- Provided editorial copy review and research for a monthly employee digital magazine, 'The Capri Edit,' that showcased brand and industry news; liaised with graphic designer to deliver print-ready copy for *Flipsnack*
- Led email campaign development targeting internal stakeholders on matters of workplace wellbeing, team building and e-learning initiatives; Conducted industry and market research to create copy and leveraged *Adobe Photoshop* and *Adobe InDesign* to design compelling email layouts reaching 14K employees

RETHINK RETAIL & DESIGN

NEW YORK CITY

OPERATIONS INTERN

JUNE - AUGUST 2023

- Supported the CEO and operations of a start-up that resells and rents high-profile designer closet pieces belonging to A-list clients through a showroom and trunk shows founded by former *RealReal* employee
- Managed the end-to-end operations of trunk shows; curated a bespoke edit of seasonally appropriate vintage pieces appealing to target audiences; acted as Brand Ambassador, demonstrating exceptional product knowledge and delivering outstanding customer service while cross-selling firm services and capabilities to high-end clientele
- Designed and implemented a digital inventory system to track and monitor high-value vintage designer pieces worth more than \$1M