



Jessica Marrazzo

Marketing consultant, helping fashion, beauty and luxury brands grow and connect with their customers through content.

Manchester, UK

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Links

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Languages

- English (Native)
- Italian (Fluent)
- French (Basic)
- German (Basic)
- Spanish (Basic)

About

I'm passionate about digital editorial content. Mixing my creative background with clear marketing goals, I love to explore storytelling techniques behind brands to build activity that is of true value to customers, whether that's in developing digital strategy, driving e-commerce sales, supporting offline events or managing cross-channel projects.

Having worked for a mix of both brands and agencies, from high street to luxury, I've developed a balance of creative and business experience to adapt to each new project. My love of all things fashion, beauty and travel has lead me around the world, working on international projects with companies in Milan, London, Amsterdam, Paris and New York.

I'm a natural self-starter, always looking for new inspiration and pushing myself to broaden my knowledge.

BRANDS WORKED WITH



Experience

● Founder

Millowe | Jan 2020 - Now

I founded a boutique content, e-commerce and social media consultancy businesses to support fashion, beauty and wellbeing businesses when growing internationally.

B2C Clients: Pedro Garcia, Chicco, Regent, Intercontinental
Agencies: Saatchi&Saatchi, Publicis



● International Content Manager

CurrentBody | Jul 2017 - Dec 2019

- Managed content creation for www.currentbody.com, including e-commerce, social media, blog and newsletters
- Co-ordinated content migration from Magento to Shopify Plus, as well as implementing a PIM tool
- Digital PR & Influencer outreach
- Managed a team of 3 content creatives
- Supported new site launches across 7 new international websites



● WW Content Coordinator

Gucci | Apr 2015 - Jun 2017

- Co-ordinated internal copywriting and agency translation workflow, from budgeting to QA.
- Co-ordinated e-commerce photography and post production workflow.
- Developed WW Visual Merchandising guidelines and CMS technical training.
- Managed daily content and e-commerce operations with regional teams.
- Supervised team of 2 WW Content Executives.
- Supported content roll out across 5 regions and 2 new markets on new Gucci.com platform.



● Writer

We Are Social | Sep 2014 - Mar 2015

Hello, we are social. We're a global conversation agency, with offices in London, New York, Paris, Milan, Munich, Singapore, Sydney & São Paulo. We help brands to listen, understand and engage in conversations in social media. We're a new kind of agency, but conversations between people are nothing new. Neither is the idea that 'markets are conver-

sations'.

Clients included: Campari, Lavazza, Vans, MSC Cruises, Pirelli.

- **Freelance Content Consultancy**

| Sep 2012 - Dec 2019

- Fashion Journalism for both luxury and high street trend-focused magazines and blogs.
- Social media content creation and community management
- Established multi-channel communications plans and generated content for start-up businesses to expand audience.
- Digital design for e-commerce and social shopping platforms.
- Analysed and researched keyword use to improve SEO content.
- Product copywriting for UK e-commerce sites.

B2C Clients included: Diesel, Swarovski, The Kooples, Phoebe Coleman, Hazine, Fashiolista, The Kreateurs, LastMinute.com, Zalando

- **Content Editor**

Etro | Sep 2012 - Sep 2014

A luxury fashion brand specialising in design that creates New Tradition. Included 6 months acting up as Editorial Content Manager (maternity leave cover).

- Daily e-commerce product management and merchandising
- Brand development, digital strategy and analysis.
- Digital PR
- Fashion Journalism and online copywriting in Italian, British and American English
- Ad hoc photoshoots and videos (branding, planning, styling and photo retouching)
- Management of social online presence
- SEO and SEM, Google Analytics and PPC campaigns
- Backstage work, live streaming and Tweet Walk at Milan Fashion Week
- Media archiving
- In-store events, live blogging and digital integration

www.etro.com

Education & Training

2013 - 2015 ● **Staffordshire University**

MA, Design Management

2009 - 2012 ● **University of Central Lancashire**

BA (hons) , Fashion Design