



# Mariarosa Zito

Entrepreneur | Social Media Manager | Expert Photographer and Videomaker | Deep knowledge of the Fashion Industry | Former Luxury Footwear development manager

📍 6833 Vacallo, Switzerland

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## Links

[LinkedIn](#)

## Languages

Italian

English

## About

I've cultivated my career in two distinct yet complementary roles: as a social media manager and as a senior footwear product developer in the premium and luxury industry.

As a social media manager, I've led the charge of coordinating comprehensive brand communication strategies across various platforms. With a keen eye for trends and a deep understanding of consumer behaviour, I've crafted engaging narratives that resonate with our audience, driving significant growth in online engagement and brand awareness. Through direct collaborations with designers, factories, and merchandising teams, I've ensured that our brand's voice remains consistent and compelling across all channels. This proactive approach has not only elevated our online presence but has also contributed to tangible business success, with metrics demonstrating increased reach, engagement, and ultimately, sales.

In my parallel role as a senior footwear product developer, I've leveraged over a decade of experience to oversee every aspect of product development, from conception to production. By closely collaborating with designers and factories, I've ensured the seamless execution of our product vision, while also championing environmentally sustainable practices to minimize material waste and maximize efficiency.

These dual roles have allowed me to bring a holistic perspective to brand management, seamlessly integrating product development insights with social media strategies to drive cohesive and impactful brand narratives.

### BRANDS WORKED WITH

- CALZATURE-ALTI&BASSI
- CALZATURIFICIO BALDAN
- CALZATURIFICIO GIBELLIERI
- Chiara Ferragni
- Decathlon Italia
- Dolce & Gabbana
- Phygital\_Nomads
- Prada
- REPLAY
- THE FASHION SHOES
- Trussardi
- Wzi-Design

## Experience

### ● Owner-Social Media Manager

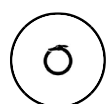
Phygital\_Nomads | Jan 2023 - Now

Phygital Nomads is an innovative company that integrates the physical and digital experience through creative and technological solutions. They aim to create meaningful Branding and Social Media Strategy, offering engaging and immersive experiences. With a cutting-edge approach, We combine physical and digital elements to transform human interaction and customer experience.

### ● Product developer Manager

CALZATURIFICIO BALDAN | Jan 2018 - Dec 2022

Fiesso d'Artico (VE)- from 2018 to 12/2022 Product developer - Luxury woman's shoe collection / www.revolver-requeen.com Supervisor and quality control in the production phases for the YSL and LOUBOUTIN lines.. Work closely with the designer to develop new ideas. Research, select and test the most suitable leathers for the product to be made from prototyping to production, making sure that all quality and price requirements are met. Manage sample development, quality control and prototype validation, working directly with pattern makers. Create the DI.BA with the dedicated software. Fitting tests and final approvals with the delivery of all detailed information for production. Direct contact and management of external suppliers and partners ( tanneries and laboratories ) Define and respect the development times of the collections.



### ● Footwear Product developer

Trussardi | Jan 2015 - Jan 2017

Man and woman Luxury shoe collection / main and runaway collections. Work closely with the Designer to develop new ideas through research or the creation of new shoe lasts, heels, materials, and new constructions. Manage the development of samples, quality control, and prototype validation Directly with the factories. Fitting test and final approvals with delivering all the detailed information for the production. Defining and respecting the timing of collections development. Create the DI.BA with the dedicated software



- **Product developer**

REPLAY | Jan 2014 - Jan 2015

Work closely with the Accessories Designer to research the shoes lasts, heels and soles. Research of materials in coordination with the RTW department. Create the DI.BA with the dedicated software Manage the development of samples, quality control, and prototypes validation. Fitting test and final approvals with delivering all the detailed information for the production. Direct contact and management of Factories and suppliers. Defining and respecting the timing of collections development.

- **Product developer consultant**

CALZATURIFICIO GIBELLIERI | Jan 2014 - Jan 2015

Porto Sant'Elpidio - from 2014 to 2015 Product developer consultant - Woman shoe Premium collection. Production quality control. Work closely with several Designers to develop collections for different kinds of brands. Collaborated for the development of the Gibellieri private label collections working directly with the house laboratory. Develop new ideas through research or the creation of new shoes lasts, heels, and constructions. Create the DI.BA with the dedicated software Fitting test and final approvals with delivering all the detailed information for the production.

- **Social Media Manager**

Wzi-Design | Jan 2012 - Dec 2022

Engaging in multidisciplinary collaborations across design and communication spheres, I worked closely with diverse brands to craft comprehensive strategies for branding and product development. This entails a dynamic partnership wherein we collectively envision, strategize, and bring to life compelling brand narratives and innovative product offerings.

- **Product developer**

CALZATURE-ALTI&BASSI | Jan 2012 - Jan 2015

Production quality control Work closely with the Designer to develop the collection. Development shoes lasts, heels, and new constructions. Research of materials leather and fabrics Create the DI.BA with the dedicated software Development of samples, quality control, and prototypes validation. Fitting test and final approvals with delivering all the detailed information for the production. Direct contact and management of Factories and suppliers. follow the production.



- **Product developer for the**

Chiara Ferragni | Jan 2010 - Jan 2012

Work closely with the Designer to develop the capsule collection. Research of the correct shoes lasts, heels, and materials at the request of the Designer. Create a DI.BA. Manage the development of samples, quality control, and prototypes validation. Fitting test and final approvals with delivering all the detailed information for the production.

- **Boutique co-owner / Private Label woman shoe collection / Buyer**

THE FASHION SHOES | Jan 2004 - Jan 2009

Buying for the seasonal collection assortment Private seasonal label capsule collection development. Seasonal trends and colors study and forecasting



- **Buyer raw materials and development soft accessories**

Dolce & Gabbana | Jan 2002 - Jan 2004

Worked directly with the design office. Selection and Buying materials  
Collaborated for the new hardware development Participation in the  
trade shows Seasonal trends and colors study and forecasting



- **Buyer raw materials and development soft accessories**

Prada | Jan 1999 - Jan 2002

Collaborate actively with the design office. Prototype development with  
the subsequent filling of the technical sheets, Direct communications  
with suppliers. Raw materials research through trade fairs and suppliers  
Development of semi-finished leather and details.



- **Decathlon Italia | Jan 1997 - Jan 1999**

Quality control of clothing and footwear.