



# Massimiliano Sortino

Communication and PR Brand Manager

Milan, Metropolitan City of Milan, Italy

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Languages

English (Fluent)

Italian (Native)

## About

15+ years PR and communication experience with a comprehensive international and multicultural approach architecting brand experiences and engineering comprehensive and integrated communication platforms.

Successful delivery of projects through the management of a network of international press and celebrities contacts Leverages multiple technology skills through multi-channel communication solutions

Development and implementation of all Global PR and Communication activities

Define and develop editorial strategy for the season in terms of product pushes, feature stories, interviews and brand initiatives

Global corporate event management and responsible for trade events and customer experience

Budgeting, ideation and implementation of special productions like fashion shows, press sessions and retail events

Managing celebrities relations and product placement

Head of content, video director and trend setter, fashion critic

### BRANDS WORKED WITH

Condé Nast

Vogue.It Condé Nast

Zegna

## Experience

### ● PR and Communications Brand Manager

Zegna | May 2020 - Now

- Development and implementation of all Global PR and Communication activities for the brand working closely with marketing department
- Define and develop editorial strategy for the season in terms of product pushes, feature stories, interviews and brand initiatives
- Create press release and corporate speeches for CEO and Creative director
- Global corporate event management and responsible for trade events and customer experiences
- Budgeting, ideation and implementation of special productions like fashion shows, press sessions and retail events
- Manage celebrities relations and product placement
- Achievements:
  - Driving forward brand values and vision to the next level and increase brand awareness
  - Building a new Community managing celebrities, influencers and KOL relations
  - Engaging new and younger audience



### ● Senior Communications Manager

Condé Nast | Sep 2019 - Apr 2020

- Development and implementation of all global corporate, social and digital PR and communication activities for each brand/magazine/website
- Create a fully tailored media, social and communication strategy respecting CN US and CN International guidelines
- Handle all external and internal communication for CN executives, Editors in Chief, CBO and CEO
- Design brand events and partnerships
- Talent scouting for marketing activations
- Achievements:
  - Increasing fan follower base and CN Italy media exposure
  - Engaging international talents

● **Senior Fashion Editor**

Vogue.It Condé Nast | Sep 2009 - Sep 2019

Create and design an iconic website turning Vogue Italia in a platform to celebrate the power of image, fashion and photography

- Head of content, video director and trend setter, fashion critic
- Responsible of Shows, Shopping and Trends channels Achievements:
- Building up Vogue social media properties
- Crafting international Vogue events