



# Giulia Gulisano

Global Omnichannel Performance Project Manager presso Gucci

Milan, Metropolitan City of Milan, Italy

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## Links

[LinkedIn](#)

## Languages

Italian (Native)

English (Fluent)

French (Basic)

## About

I am a curious and enterprising professional, passionate about fashion and luxury and particularly interested in strategy and retail. Since 2018, after having completed my Master of Science in Marketing Management at Bocconi University, I've been working at Gucci HQ where I covered different positions in Merchandising, Business Development, Strategy and Retail.

I love working in a multicultural environment and collaborating with other people in order to achieve optimal results. I am ambitious and competitive, always striving to reach the excellence.

### BRANDS WORKED WITH

Gucci

Condé Nast Italia

LCA Studio Legale

MBS Consulting

## Experience



### ● Global Omnichannel Performance Project Manager

Gucci | Jun 2023 - Now

- Lead the monitoring of global retail performance, KPIs, non-selling activities and store team structures to identify solutions driving performance enhancement
- Act as the global point of contact on all projects related to Retail performance
- Develop new projects and tools aimed at improving the in-store client experience
- Ad-interim Associate Store Manager in Florence/Milan flagship stores (5 months)



### ● CEO Office Project Manager

Gucci | Nov 2021 - Jun 2023

- Worked closely with the CEO and executive team to support the orchestration of the company strategy overseeing the implementation of key projects
- Managed the preparation of strategic business plan for external (Capital Markets Day held in June 2022) and internal audiences (5-year plan in March 2023)
- Coordinated major Kering's Investor Relation activities on a quarterly and yearly basis (including the text for the Universal Registration Document)
- Drove the agenda of executive meetings to facilitate decision making, coordinated follow up and supervised milestones on behalf of the CEO
- Led the weekly business performance review for the CEO, detecting key trends and proposing actionable plans to address business opportunities



### ● WW Business Development Analyst

Gucci | Nov 2019 - Nov 2021

- Managed all the activities related to the pop-up channel, 300+ projects/year (i.e., market analysis, launch retro planning, store P&L, assortment, training)
- Prepared business plans for commercial events addressing high-end clientele
- Supported business development activities linked to F&B businesses, Gucci Osteria (Michelin starred restaurants) and Giardino 25 (lounge bar)



### ● WW Merchandising Analyst

Gucci | Aug 2018 - Oct 2019

- Prepared merchandising analysis, cross regions and product categories, to directly support the EVP Merchandising & Global markets
- Aligned Merchandising and Marketing on key product investments and deliveries
- Run performance analysis pre and post ADV campaigns or capsule

launch

- Summarized collection themes, sell-in, sell-out and delivery windows
- Supported the development and management of the Gucci Décor collection



### ● Sales Director's Intern - Fashion and Beauty

Condé Nast Italia | Oct 2016 - Feb 2017

Working within the Sales department of Condé Nast Italia, a leading media company within the high-end publishing products, allowed me to develop some crucial competences such as critical thinking, analytical skills and sensibility to customers' needs. The exposure to a wide brand (Vogue, Vanity Fair, Glamour, GQ, L'Uomo Vogue, Architectural Digest, Wired and La Cucina Italiana) and product portfolio represented for me an invaluable learning experience.

I was mainly involved in:

- Market analysis
- Benchmark with competitors
- Sales data analysis (print and digital products)
- Tracking of digital sales (native and branded contents)
- Creation of communication contents
- Redaction of sales prevision plans
- Updates concerning clients' latest initiatives



### ● Marketing & Communication Intern

LCA Studio Legale | Feb 2016 - Aug 2016

Dealt with Service Marketing, in particular with Legal Marketing. Developed skills mainly related to communication and PR because my role involved:

- Supporting legal professionals in drafting communication materials
- Managing supplier relationships
- Organizing events and seminars
- PR
- Managing Social media (LinkedIn)
- Website management
- Press release drafting
- Business development
- Internal and external communication



### ● Summer Intern

MBS Consulting | Jun 2015 - Sep 2015

- Worked on a project of business sustainability within "critical fashion" with the objective to build a business model, in collaboration with several non profit organizations, allowing women prisoners to be involved in the job market. The final goal was the connection between big players of the fashion industry (i.e., Fendi) and women involved in the prison economy.

This internship was part of the Bocconi university project "Dai un senso al profitto" focused on sustainability applied in management.

## Education & Training

### 2018 - 2018 ● University of Melbourne

Exchange semester,

### 2016 - 2018 ● Università Bocconi

Marketing Management Master Degree,

### 2016 - 2016 ● American University in Dubai

Campus Abroad,

- 2015 - 2015 ● **NUCB Business School**  
Exchange semester,
- 2015 - 2015 ● **Condé Nast Center of Fashion & Design**  
Diploma,
- 2013 - 2016 ● **Università Bocconi**  
Bachelor Degree, Business Administration
- 2008 - 2013 ● **Classic high school 'Mario Cutelli'**  
Diploma,