

Isabella Giovannini

Project Manager in Events & Communication | From Concept to Execution with Energy & Empathy

Bologna, Italy | +39 347 288 9684 | isabella.giovannini1@gmail.com | isabella-giovannini.com | linkedin.com/in/isabella-giovannini1998

PROFESSIONAL SUMMARY

This CV shows what I do. To see how I do it, and who I am at work, take a look at my portfolio:
isabella-giovannini.com

Event Specialist at Davines Group (Certified B Corp) with 5+ years managing projects end to end: brand experiences, partner programs and live events. Experienced across both Comfort Zone and Davines, working closely with Education, Trade Marketing, Sales, Communication, Legal and Hospitality teams. Background in VIP and client hospitality (Giro d'Italia) and festival management. Ready for the next challenge where projects, people and business results come together.

CORE COMPETENCIES

Project Management, Brand Experience, Partnership Management, Client Relations, Stakeholder Management, Cross-functional Collaboration, Trade Marketing Support, Sales Team Support, Experiential Marketing, Customer Experience, VIP Hospitality, Event Management, International Events, Education Programs, Supplier Management, Budget Tracking, Travel and Accommodation Logistics, Press Relations, Presentation Development, Video Editing, AI Tools, AI-assisted Coding (basic)

PROFESSIONAL EXPERIENCE

Event Specialist, Education & Events

Davines Italia, Davines Group | Parma, Italy | October 2025 – Present

- Plan and coordinate events for partner salons, hairdressers, business partners and internal teams, working closely with Education, trade and sales teams.
- World Wide Hair Tour 2026, Valencia (3,546 participants, 64 countries): one of 150 Davines staff on site, managing hotel bookings, rooming lists, travel and guest information for the Italian business unit.
- Activation Day 2026 (300+ colleagues and about 400 clients across Italy): co-organized the group's environmental volunteering day with a colleague, handling local associations, locations, clients, logistics and insurance.
- 505 Award: took over the project and ran it end to end, from agenda, speakers and video contributions to budget, hospitality and guest lists.
- Milan Fashion Week: main contact for the partner and ambassador hairdressers running the show backstages, from products to team size.
- Good Life Partner campaign: co-organized partner events and exclusive partner experiences across Italy throughout the year, and helped organize a two-day, multi-location video shoot.
- Envision: helped organize Davines Italia's year-long inspirational education program for clients, with visits to selected destinations in Italy and abroad and sessions on design, art, nature and creativity.

Event Specialist, Global Events

Comfort Zone, Davines Group | Parma, Italy | May 2025 – October 2025

- Supported international events at the Comfort Zone Village for business partners, business units, spa professionals and influencers, alongside Trade Marketing and Demand Planning.
- Coordinated suppliers, event assets and budget tracking with Marketing, Communications and Digital.
- Shared best practices with international distributors to keep execution consistent across markets.

Event Manager, Press and Social Media Coordinator

Pianofortissimo Festival (Inedita per la cultura) | Bologna, Italy | 2015 – July 2024

- Grew from hostess to event manager of a cultural festival, coordinating stakeholders, timelines and on-site operations.
- Led press coordination and supported social media and festival communications.
- Main contact for partners and attendees on hospitality and guest experience.

Stage Assistant

Wired Next Fest | Milan, Italy | 2024

- Supported stage operations, influencer reception and on-site coordination.

Hostess and Client Liaison, Giro d'Italia

RCS Sport | Milan, Italy | May 2019 – June 2022

- VIP hospitality and client liaison across three Giro d'Italia editions (102nd, 104th, 105th), solving on-site issues in real time.

Logistics Coordinator

Zero51 SRL | Bologna, Italy | September 2017 – October 2018

- Checked purchase orders against stock, prepared delivery schedules and maintained database records.

Additional Experience

- Head Hostess, GFVIP Tour | 2020
- Head Hostess, Armani Summer Tour | 2019
- Head Hostess, Firenze Rocks | 2019

EDUCATION

- **Master's Degree in Event Management** | Istituto Europeo di Design (IED), Milan, Italy | October 2023 – October 2024
Winning final project: Chain of Events for Ploom (JTI), as project manager; pitched to the JTI board.
- **MBA Program, Organizational Leadership (one year)** | Southern Utah University, Utah, USA | August 2022 – May 2023
- **Bachelor's Degree in Communication** | University of Bologna, Italy | September 2018 – March 2022

CERTIFICATIONS

- Rotary Youth Leadership Awards (RYLA), Industry 4.0 | September 2018

TECHNICAL SKILLS

Microsoft Excel, Microsoft PowerPoint, Microsoft Teams Planner, Google Workspace, Salesforce, Sage X3, Absorb LMS, Easygenerator, Adobe, Canva | AI: Microsoft Copilot, Claude, ChatGPT, prompt writing, basic AI-assisted coding (vibe coding)

LANGUAGES

- Italian: Native
- English: C2 (Proficient)

I authorize the processing of my personal data pursuant to Legislative Decree 30 June 2003, n. 196 and the GDPR (EU Regulation 2016/679).