Josephine Oppimitti

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Communication and Digital Project Manager
LUXURY, DESIGN AND LIFESTYLE



Highlights

I'm a Communication and Digital Project Manager with 8 years of experience across luxury, lifestyle, and design, spanning fashion, interiors, textiles, architecture, and trade events. I manage projects of varying scale and complexity, from special initiatives to long-term communication programmes, with a sartorial approach: structured yet tailored to each brand's identity and ambitions. I believe effective communication comes from balancing strategic thinking and aesthetic sensibility. This philosophy guides how I shape projects, build relationships, and lead teams, combining a clear vision with a strong human touch.

Experience

MM COMPANY s.r.l.

2022–2026: COMMUNICATION AND DIGITAL PROJECT MANAGER I HEAD OF CONTENT

- **Led integrated communication, digital and e-commerce projects for luxury brands,** coordinating teams of 3–4 people.
- **Translated brand objectives into communication strategies and digital roadmaps,** managing up to 8 brands simultaneously.
- **Managed client relationships, project priorities and workflows,** aligning creative execution with business objectives.
- **Oversaw content strategy, visual and editorial quality, and multichannel communication** for a monthly digital magazine dedicated to contemporary creativity.

2019–2022: CREATIVE DIGITAL COMMUNICATION CONSULTANT AND STRATEGIST

- **Developed omnichannel communication concepts and contributed to brand strategies** across physical and digital touchpoints.
- **Coordinated communication projects and events,** from communication strategy to supplier management and operational execution.
- **Curated editorial and digital content,** ensuring consistency with brand identity and communication goals.
- **Managed social media and SEO activities,** alongside creative initiatives including digital campaigns and photo shoots.

2018–2019: JUNIOR COMMUNICATION SPECIALIST AND GRAPHIC DESIGNER

- **Developed visual assets, catalogue layouts and branded communication materials for luxury projects,** ensuring consistency with brand guidelines.
- **Managed website content updates and supported e-commerce content production** and brand analysis.
- **Contributed to photo shoots, digital communication initiatives and event preparation,** supporting both creative and production activities.

Hard Skills

PROJECT AND STAKEHOLDER MANAGEMENT
Project scoping, resource planning, client relations, workflow optimization.

BRAND AND CONTENT STRATEGY
Brand positioning, omnichannel strategy, content planning.

CREATIVE AND DIGITAL DESIGN
Visual identity, digital campaigns, website and e-commerce content.

EVENT AND CAMPAIGN MANAGEMENT
Event strategy, supplier coordination, integrated multichannel campaigns.

EMAIL MARKETING AND AUTOMATION
Newsletter management, email campaigns, marketing automation.

AI AND DIGITAL INNOVATION
Generative AI, AI-assisted development with Claude Code, digital prototyping, workflow design.

Languages

ITALIAN – Native
ENGLISH – C1
SPANISH – B1

Soft Skills

PROBLEM SOLVING
ORGANISATIONAL SKILLS
PRECISION
RELATIONAL AWARENESS
COLLABORATIVE LEADERSHIP
ADAPTABILITY
AESTHETIC SENSIBILITY

Tools

PROJECT MANAGEMENT AND COLLABORATION TOOLS:
Trello, ClickUp, Discord.

EMAIL MARKETING TOOLS:
Mailchimp, ActiveCampaign, Brevo, Stripo.

ADOBE CREATIVE CLOUD:
InDesign, Photoshop, Illustrator.

MICROSOFT OFFICE AND iWORK:
Excel, PowerPoint, Word, Pages.

GRAPHIC AND CONTENT CREATION TOOLS:
Canva, CapCut.

AI TOOLS:
Claude Code, ChatGPT, Gemini, Perplexity, Lovable.

Education

FASHION COMMUNICATION MANAGEMENT
Master's Degree 25/10/2017–27/06/2018
Accademia del Lusso, Milan

MODERN FOREIGN LANGUAGES AND LITERATURES
Bachelor's Degree 09/2013–07/2017
Università di Parma, Parma

EDUCATIONAL SCIENCES AND TRAINING PROCESSES
University Coursework 09/2011–07/2013
Università di Parma, Parma

G. ULIVI – SCIENTIFIC HIGH SCHOOL
High School Diploma 09/2006–06/2011, Parma

PORTFOLIO ›