



Piergiorgio REGAZZO

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WORK EXPERIENCE

- Jul 2021 – Dec 2021 (6 months) **IWC Schaffhausen – Schaffhausen, Switzerland**
Junior Project Manager Partnerships and Entertainment
- Coordinated Brand Ambassadors appearances worldwide, managed watch orders and collaborated with the markets on local activations, ensuring that HQ guidelines are implemented
- Jan 2021 – Jun 2021 (6 months) **IWC Schaffhausen – Schaffhausen, Switzerland**
Partnerships and Entertainment Intern
- Coordinated and managed communication for marketing activation plans and events (Super Bowl, Haus boutique opening in Hong Kong, Laureus World Sport Awards, Goodwood Members Meeting)
 - Managed watch orders for partners (MAP F1, AMG, Tottenham Hotspur, BFI London Film Festival) and brand ambassadors (Cate Blanchett, Tom Brady, James Marsden, Eileen Gu, Lewis Hamilton...)
- Oct 2019 – Jan 2020 (4 months) **Uniworld Boutique River Cruise Collection – Rheinfelden, Switzerland**
HR and Technical Department Intern
- Managed communication with external suppliers and supported repairs for the company's 13 ships
 - Demonstrated accuracy in editing assessment documents for recruitment purposes
- Jan 2019 – Mar 2019 (3 months) **Maximilian Linz/ Laura Magni Web & Media – Milan, Italy**
Public Relations Intern (Milan Fashion Week F/W 2020)
- Handled the simultaneous coordination of 5 fashion shows (Alberto Zambelli, HUI, Cristiano Burani, Alexandra Moura, Katty Xiomara), on-site production support, fittings, castings and dressers coordination
 - Managed VIP invitations, showroom's inventory and welcomed clients
- Oct 2017 – Jun 2019 (2 years) **Cultural Public Events – Basel, Switzerland**
Concept Creator and Project Leader
- Brought to life two public events ("Dance for MS" and "A Dance to Remember") and developed events dramaturgy ensuring a high level of customer engagement
 - Successfully led a multicultural team of 6 people, managed artists and risks
 - Supervised marketing campaign (flyers, social media) with the result of sold-out events (500 seats), maintaining effective cost control to maximize the total donation of CHF 20'500
- Aug 2010 – Aug 2016 (6 years) **Finnish National Ballet – Helsinki, Finland**
Bolshoi Theater – Moscow, Russia
Ballett Theater Basel – Basel, Switzerland
Professional Ballet Artist/ First Soloist
- Participated in a vast number of rehearsal and performances 16 countries
 - Mastered artistry and creative thinking skills interpreting diverse roles
 - Performed well under pressure adapting to last minute role changes

EDUCATION

- 2020 - 2021 **Glion Institute of Higher Education – Glion, Switzerland**
Master in Luxury Management & Guest Experience
- Class representative and Valedictorian 2020
- 2016 - 2019 **The Basel School of Business – Basel, Switzerland**
Bachelor of Science in Business Administration (Major: International Marketing)
- Graduation with Cum Laude
- 2004 - 2010 **Ballettschule Theater Basel – Basel, Switzerland**
The Royal Academy of Dance – London, United Kingdom
Dance Diploma (Graduation with Distinction)

EXTRA-CURRICULAR ACTIVITIES

- Oct 2018 – Oct 2019 (1 year) **Volunteering at Dancers for The World – Basel, Switzerland**
Ballet Educator and Support Manager
- Managed communication with Dance and Humanitarian Foundations
 - Developed and participated at "Ballet in the slums" Humanitarian Project in Kibera, Kenya (Aug 2019)

LANGUAGES

Italian (mother tongue), English (proficient), German (intermediate), Spanish (intermediate), French (beginner)

IT SKILL

Microsoft Office, Google Apps, Merlin, iMovie, Canva, Photoshop, SAP (limited experience)

INTERESTS

Dance, Photography, Entrepreneurial ideas

REFERENCES

Riccardo Soliani Brivio –AD Corporate Communication at IWC Schaffhausen
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Daniele Perchiazzi – Corporate Trainer, Executive Coach. Founder at Total Leadership
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Dr. Manfred Schulz – Lecturer Project Manager
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