



# GIORGIA LOMBARDO

giorgialombardo.w@gmail.com

giorgialombardo.com

Interdisciplinary brand & communications strategist, events manager, speaker curator, and designer working in the digital design space. Known for her ability to find solutions creatively, for being the “glue” across teams, and for her plethora of interests.

## WORK EXPERIENCE

Jan 2022 to  
current

### **Head of Brand and Communications**

**DESIGN MATTERS** · Copenhagen, Denmark

- Planning related to brand, strategy, content, and communications from data/insights
- Scouting, selecting and recruiting speakers, and maintaining the ongoing conversations with speakers, collaborators, and global brands
- Building relationships/partnerships and maintaining current ones
- Ensuring the quality and relevance of talks, workshops, and other activities
- Coordinating and executing marketing and SoMe campaigns for B2B and B2C
- Content creation (documentation, website copy, blog posts, visual materials, etc)
- Event planning and managing people in cross-functional & cross-cultural teams
- Researching relevant topics and trends for events & campaigns
- Managing and editing the company's online magazine

✓ *9 global conferences organised (Tokyo, Copenhagen, Mexico City)  
5 online events organised*

Apr 2020 to  
Dec 2021

### **Communications and Marketing Manager**

**DESIGN MATTERS** · Copenhagen, Denmark

Mar 2019 to  
Mar 2020

### **Content Creator and Writer**

**DESIGN MATTERS** · Copenhagen, Denmark

Sep 2018 to  
Mar 2019

### **Brand & Growth Marketing Assistant**

**AIRTAME** · Copenhagen

- Content Writing (blog articles), SoMe content creation
- PR Pitching, Outbound Marketing, Translation
- KPI implementation, keyword research, SEO

✓ *Achieved publishing more than 100 articles per month*

Jan 2016 to  
Jul 2016

### **Marketing and Communication Officer**

**PROJEKT6** · Lund, Sweden

- Content creation (SoMe, posters, brochures, infographics, photo editing) and PR
- Hosting Workshops and Counselling

✓ *7000+ condom packages featuring own design given out at events*

Jun 2012 to  
Jul 2012

### **Travel Product and Admin Executive**

**AZURE COLLECTION: Luxury Holidays** · Chester, UK

- Content writing (website, online marketing campaigns, info sheets, Brochures)
- Handling bookings and communication with stakeholders
- Product marketing (holiday packages)

✓ *Creation of the website section dedicated to partner Italian resorts*

## EDUCATION & EXCHANGES

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- Jun 2018 **MS, Master's degree in MANAGEMENT**  
Lund University, **Sweden**
- Jul 2017 **BA, Bachelor's degree in LANGUAGE, CULTURE AND SOCIETY OF ASIA AND MEDITERRANEAN AFRICA - JAPANESE**  
Ca' Foscari University of Venice, **Italy**
- 2016 **ERASMUS EXCHANGE PROGRAMME**  
Lund University, **Sweden**
- 2012 **AFS EXCHANGE PROGRAMME**  
Chengdu High School, **China**
- 2011 **AFS EXCHANGE PROGRAMME**  
Paeroa College, **New Zealand**

## OTHER ACHIEVEMENTS

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- Jan 2024 **CREATION OF VIDEO GAME IN 48 HOURS "NOM NOM HIPPO"**  
Global Game Jam, Copenhagen, Denmark
- 2018-2016 **"ONE" CONDOM DESIGN CONTEST WINNER 5x TIMES**  
2018, 2017 (twice), 2016 (twice)
- 2018-2016 **SHADOWING OF MANAGERS AT MICHELIN STARRED RESTAURANTS**  
LaiSun Group, Hong Kong
- 2012-2014 **VOLUNTEER TRAINER FOR AFS INTERCULTURAL PROGRAMS**  
AFS Intercultura, Vicenza, Italy

## TOOLS & SOFTWARE

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Figma, Notion, Miro, Butter, Adobe Lightroom, Wordpress, Brevo, Mailchimp, Later, Pixelmator Pro, CapCut, InShot, Canva, Sketch, Ahrefs, Umbraco, Microsoft & Google Suite

## LANGUAGES

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- Fluent **English, Italian** (Can definitely discuss philosophy)
- Intermediate **Swedish, Japanese, French** (Can't discuss philosophy yet)