



DIGITAL ART AMBASSADOR

(E-) New Business Development

OFF LINE / ON LINE

SIMONA COCHI MILANO ITALY

ART DIGITAL PUBLISHER AND EDITOR
THE ITALIAN WAY / THE AUSTRIAN WAY
"MY CAMERA, MY PAINTBRUSH"
SIMONA COCHI VIDEOMAGAZINE YOUTUBE

"I like to spread the word on behalf of an arts venue, a talented artist or an institution"

QUALIFICATIONS:

Giornalista (Journalist)
Publicista Ordine dei Giornalisti
Lombardia Milano I.d. 113135
Press Office International and
Communication Manager
Lecturer in New Entertainment
Design and Lifestyle
Communication

SIMONA COCHI'S MAIN ACTIVITIES/DISCIPLINES:

**DIGITAL JOURNALISM AND WEB COMMUNICATION,
INTERNATIONAL PR AND PRESS OFFICE, VIDEOMAGAZINE
EDITORIAL DIRECTION, DIGITAL STORYTELLING,
AMBASSADORING, BRAND BUILDING, NEW ENTERTAINMENT
DESIGN EVENTS**

ART DIGITAL PROJECTS AND PR PROMOTION FOR:

2018 Austria (Vienna)

Albertina Museum, Mak Design,
Belvedere, Belvedere 21, Kurnstforum.

CONTACTS

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<https://www.instagram.com/simonacochi>

www.facebook.com/simona.cochi.9

2016/2020 ITALY

**MIBACT ITALIAN MINISTRY OF CULTURAL HERITAGE AND
ACTIVITIES #ARTYOUREADY, FIERA MILANO INTERNATIONAL,
REGIONE LOMBARDIA, PALAZZO REALE, TRIENNALE MUSEUM,
MIART 2019, VIOLIN MUSEUM CREMONA FONDAZIONE
STRADIVARI, GOETHE CASA ROME, IL VITTORIALE DEGLI
ITALIANI, ETC**

LINKS:

www.youtube.com/c/SimonaCochiTheItalianWay

www.odg.mi.it/ Ordine Nazionale dei Giornalisti -
Lombardia Milano

MEDIA KITS: The Italian Way ITA

<https://spark.adobe.com/page/GiCbTz1DpswKU>

/The Austrian Way ENG

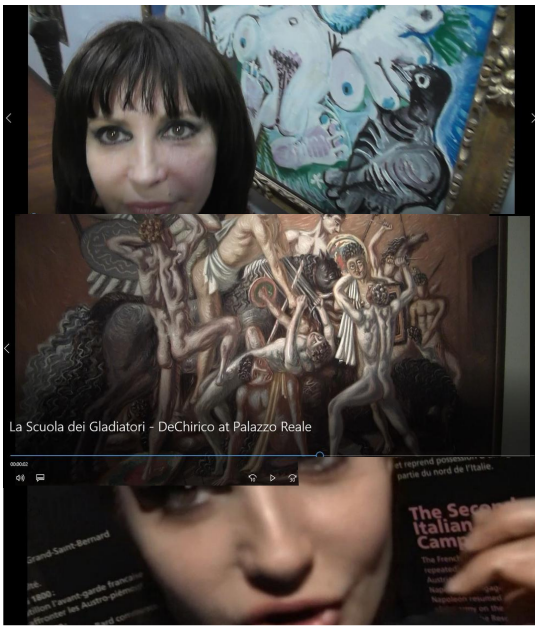
<https://spark.adobe.com/page/3M0Isf6ia6WQi/>

SIMONA COCHI'S AWARDS/ACHIEVEMENTS:

July 2020 Vittorio Sgarbi (art critic, art historian, politician, cultural commentator) selected Simona Cochi's digital videomagazine as "modern viral art promotion tool" for **I MILLE DI SGARBI** (most important italian post-quarantine art show)

2013 POLICULTURE Shanghai (Chinese Gov) formally invited Simona Cochi for a Lecturing Session at SISU Shanghai International Studies University

2006 Milan Italy David La Chapelle Exhibition Vernissage "From Heaven to Hell" at Palazzo Reale Duomo - Selected by Milan City Municipality as representative Public Relation and Promoter



Albertina Museum Vienna - Picasso & Monet
 Palazzo Reale Milano - De Chirico
 Forte di Bard - The Prisons

SIMONA COCHI PROFESSIONAL PROFILE (ABSTRACT)

An experienced International Press Office and Editor (Journalist O.D.G. Lombardia) with a proven track record spanning over 20 years' of operating with Milan's Design District and internationally (China, Usa, Australia, U.K.), delivering exclusive lectures and press-handling & promotions for leading global institutions and media companies. Highly adept at utilising extensive knowledge of contemporary art & design to disseminate pertinent information pertaining to branding, advertising in fashion & design, principles of communication and positioning & pricing to international audiences. Creative and innovative, producing quality materials to promote arts & design for a wide range of events such as fashion weeks, exhibitions and presentations, engaging effectively with all levels and using multi-lingual capabilities to raise brand/event awareness beyond geographical boundaries.

DIGITAL & VIDEO PLAYLISTS

- Forte di Bard - Throw back in History
- Navigli Antiques & Vintage Design Market
- White Show February 2020. Women's collections + accessories - FW 20/21.
- Fashion Week 19/24 February 2020
- Emilio Vedova Artshow
- GUGGENHEIM The Thannhauser Collection
- DeChirico Palazzo Reale
- Reale Van Cleef & Arpels Time, Nature, Love
- Triennale - OooOoO by Koo Jeong
- VideoNexo Digital – Art Documentaries
- Nanda Vigo Light Project Art show
- Men Fashion Week June 2019 14th/17th
- Made In Steel - Fiera Rho Milan 14/16 May 19
- Esxence Milan - Artistic International Perfumery
- Miart 2019
- Triennale Museum - Broken Nature
- Inside Museums: Interviews & Conversations:
- White Milan - 22th till 25th of February 2019
- Women Fashion Week 19/25 of February 2019
- Design Week - Ventura Centrale Press Conference 18/24 of September 2018 - Milan Women Fashion Week
- Art in Milan
- Architecture in Vienna
- Iconic Sites Vienna
- Vienna Art
- Design Week Milan 17/22 April 2018
- February 2018 Milan Women Fashion Week
- MICAM show - February 2018 – Fiera Milano I
- Shopping in Milan/New Entertainment Retail/ Men
- Fashion Week Milan 12th - 15th of January 2018 2017/18
- Design Places and Events - New Entertainment Design
- Women Fashion Week 20/25 September 2017

LECTURING SESSIONS

- 2013 **China SISU Shanghai International Studies University** "Design Communication" Principles of Communication Lecturer.
- 2013 **EMLYON Business School Shanghai Meisterkreis 1st China Luxury Symposium** Guest speaker
- 2013 **IFA PARIS Shanghai** Conference "The Italian Fashion System"
- 2011 Fashion Up to Date Institute Milan "Master in Fashion PR and Editing" English lessons
- 2010 Politecnico di Milano **POLI.DESIGN** New Entertainment Design "PR and promotion activities for design spaces"
- 2008 European School of Economics Milan "Fashion Pr & Communication Course"
- 2004 **IUAV** Venice University of Architecture Seminar on "Public Relations strategies in the New Economy" 2005/2006 Istituto Europeo di Design **IED Communication** of Milan Master in Design Events
- 2003/2004: Istituto Europeo di Design IED Moda Lab. "Fashion Eding"
- 2003 **POLIMODA** Florence Master "Fashion PR and Press Office"

SUPPLEMENTARY TASKS

- Activated, engaged potential customers
- Analyzed business needs
- Collaborated with sales manager on account planning and activation
- Interacted with clients to promote brand
- Performed competitive research to enhance business plans
- Sourcing and managing speaking and sponsorship opportunities
- Promoted market growth and profitability by generating interest
- Reported market activities and trends on a daily basis
- Writing and editing in-house magazines, case studies, speeches, articles and annual reports
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Organising events including press conferences, exhibitions, open days and press tours
- Ostering community relations through events such as open days and through involvement in community initiatives