

Costanza Fisogni

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EDUCATION

University College London (UCL)

BA (Hons) Italian and Management, First Class Honours

London, UK

2017 – 2021

EXPERIENCE

Client Executive, B2B PR and Client Engagement Specialist

Apr. 2024 – Jul. 2024

Milk & Honey PR

London, UK

- Led production of firm's podcast, growing engagement among 5,000 listeners and increasing brand visibility
- Developed and implemented social media strategies that improved engagement by 30% through analytics-driven recommendations
- Secured 20+ media placements by managing media lists and pitching to journalists, including use of Business Wire
- Positioned clients as thought leaders through strategic storytelling, with coverage in 10+ media outlets
- Clients: Corlytics, Apromore, Chaos, Nuway Capital

TOEFL Qualified Volunteer English Teacher

Jul. 2023 – Mar. 2024

GOTO.CO

MahaSarakhm, Thailand and London, UK

- Designed and led inclusive lesson plans for 20–60 students, improving engagement by 50%
- Earned TEFL qualification and implemented multimedia teaching methods for diverse classrooms

Graduate Communication Consultant and Brand Specialist

Jan. 2023 – Jul. 2023

Barabino & Partners UK

London, UK

- Secured 25+ press opportunities in English and Spanish, including Bloomberg and Financial Times
- Conducted strategic market analysis for 3 client pitches across B2B and B2C sectors
- Managed legal directories with 200+ entries, earning clients top 10 rankings
- Clients: Cimbali, Targa Telematics, BonelliErede, PwC TLS

Community Development Coordinator

Oct. 2020 – May 2021

Renoon

Amsterdam, NL

- Launched Ambassador Program with 50 students and 20 societies across 6 countries, boosting Instagram engagement by 25%
- Created CMS websites and implemented meeting tracking software to enhance operations
- Doubled media presence in 6 months through brand and crisis comms plans co-developed with CEO
- Improved HR processes, reducing CEO's admin workload by 50%

PROJECTS

Social Listening Framework for Lived Experience Analysis | *Python, Pandas, Selenium*

2024 – Present

- Developed a scraping and analysis framework for mental health advocacy research
- Automated content extraction and classification across platforms using Selenium
- Cleaned and processed large datasets using Pandas to generate sentiment-based content insights

TheLifeOfCosty | *Social Media, Brand Strategy, Canva, Analytics*

2020 – Present

- Built a cohesive online brand persona focused on mental health, culture, and social commentary
- Used data insights and SEO to increase reach, generating 10K+ monthly views
- Collaborated with brands and managed all digital content production

TECHNICAL SKILLS

Programming: Python, JavaScript (basic), HTML/CSS (basic)

Libraries & Tools: Pandas, Selenium, BeautifulSoup, Apify, MAKE, ChatGPT API

Marketing & Content: Canva, Meta Business Suite, SEO, Analytics, Mailchimp

Languages: English (native), Italian (native), French (basic)