

COSTANZA BATTAGLINI

EMEA SOCIAL MEDIA & BRAND LEADER | Fashion, Culture & Community

BASE
Como, Italy

LANGUAGES
Italian (native) • English (fluent)

MOBILITY
Milan / hybrid / EMEA travel

PROFILE

EMEA Social Media & Brand Leader with 10 years of experience across fashion, retail and digital culture. Currently leading organic social strategy for Vans Europe across Instagram and TikTok, managing a 1M+ audience and translating global brand priorities into culturally relevant EMEA campaigns. Combines strategic leadership, creative direction, agency and creator management with a strong track record in audience growth, engagement and organic reach.

SELECTED IMPACT

1M → 1.2M

Organic audience growth

2.5% → 4.5%

Engagement rate uplift

+200%

Organic reach in one quarter

726.6M

Annual organic views

EXPERIENCE

Manager, Brand & Social Platform – EMEA | Vans / VF Corporation

2023–Present

Stabio, Switzerland

- Own EMEA organic social strategy, editorial roadmap and day-to-day brand expression across Instagram and TikTok for an audience exceeding one million followers.
- Translate global campaigns into culturally relevant regional storytelling across fashion, footwear, skate, music, art, retail activations and creator partnerships.
- Increased engagement from 2.5% to 4.5%, grew the organic audience from approximately 1.0M to 1.2M and delivered +200% organic reach in a single quarter.
- Lead agencies, filmmakers, photographers, creators and local market teams; define briefs, approve creative, manage production priorities and protect brand standards.
- Direct major brand moments including Paris Fashion Week, Milan Brera opening and Skate Era Tour; manage budgets, KPI reporting, sentiment and community escalation.

Content Manager / Senior Copywriter | Evolution People

2020–2023

Milan, Italy

- Led social and content strategy for multi-market clients, turning brand and commercial objectives into editorial platforms, campaign concepts and channel plans.
- Coordinated creative teams and production partners across copy, design, video and influencer workstreams while managing senior client relationships.
- Built measurement frameworks and used performance insights to refine content, audience relevance and campaign effectiveness.

Digital Marketing Specialist | RCS MediaGroup

2020–2021

Milan, Italy

- Supported digital marketing and branded-content initiatives across editorial properties, contributing to campaign delivery, content planning and performance analysis.

Press Office & Showroom Assistant | Diesel

2016–2019

Milan, Italy

- Supported international fashion communications, press office operations, sample management, showroom activity and media relations in a fast-paced global brand environment.

CORE EXPERTISE

Organic Social Strategy	Social Media Strategy	Content Strategy	Instagram & TikTok
Influencer / KOL Marketing	Community Management	Creative Direction	Agency Management
KPI Reporting & Social Analytics	Budget & Production Management	EMEA Market Strategy	Global-to-Local Strategy

TOOLS

Sprinklr • Meta Business Suite • TikTok Analytics • Semrush • Canva • Adobe Photoshop • WordPress • Microsoft 365

EDUCATION

Postgraduate Specialisation in Digital Marketing & Social Communication

RCS Academy Business School • 2019

Bachelor's Degree in Fashion Communication

Università degli Studi di Bologna • 2013–2016

Erasmus Program

Valencia, Spain

Master's Degree in Fashion Publishing & Communication

Università degli Studi di Milano • 2016–2019

Digital Marketing Program

Accenture • Milan