



LINDA FRANZOSI

PROFILE

Storytelling was love at first sight.
I relate to narrative as much
as I relate to people.
And as a story it's not just about words,
supporting a vision
is not just putting people together.
We live in the gaps between stories,
because that's where
we find purpose.
Mine, is to never stop questioning
how to inspire cultural change
to reflect our society evolution.

CONTACT

January 30th, 1988
Viale Stefini, 3
20125 Milano (Italy)
+39 02 36634215
+39 328 8447242
linda.franzosi@gmail.com
lindafranzosi.com



linda.franzosi

LANGUAGE

	WRITTEN	SPOKEN
ITALIAN	██████████	██████████
ENGLISH	██████████	██████████
FRENCH	██████████	██████████

2014
Advanced Business English
at Kaplan International, London

2006
French Degree DELF B2, Milan

TECH - KNOWLEDGE

Windows
MacOS
Office Package
Keynote
SAP
Adobe Suite Creative



INTERESTS



WORK EXPERIENCE

People & Culture Manager at BDO Italia (2021 - Present)

Accountable for the employer branding strategy of the company.
Ensuring that the value proposition reflects the corporate culture
and business objectives. Proactively searching solutions
and development proposals for attraction, recruiting, retention,
and developing strategy for people growth.

Business Pro at Apple Retail (2018 - 2021)

Engage high potential business customers, deepen relationships, increase
sales, and promote Apple products strengthening customer loyalty.
Advisor for Women@Apple in Italy, EMEA DNA Advocate for IE&D.

Strategic Consultant (2014-2018)

Frame the narrative in a consistent design and content disclosure driving
end-to-end storytelling that impacts business culture and success.



Major clients: The Walt Disney Company: Publishing, Digital Media, Disney Streaming Services (Los Angeles and London),
The Cottrey Consultancy Firm (Washington), De Agostini Editore, Excellence Innovation,
Supernova Holding Group, Lombardia Informatica, Blink Agency.

Editor at The Walt Disney Company (2011- 2013)

Editorial development and strategy for New IPs.
Management of the workflow,
global delivery schedule and stakeholders needs.

DEVELOPMENT

SUCCESS PROFILE: KEY SOFT SKILLS FOR LEADERSHIP DEVELOPMENT

(Korn-Ferry Method - "FYI for Your improvement")

- Drive What Matters
- Focus and Simplify
- Listen, Challenge and Commit
- Make Action Meaningful
- Obsess over the Customer Experience

COMPETENCY ARCHITECTURE @APPLE

(Korn-Ferry Method - "FYI for Your improvement")

- Action Oriented, Communicates Effectively
- Decision Quality, Develops Talent, Directs Work,
- Ensures Accountability, Instills Trust, Manages
- Conflict, Situation Adaptability, Values Differences.

PROJECT MANAGEMENT

- Budget and Strategic Plan,
- Production schedules

COMMUNICATION AND DESIGN

Strategic storytelling and brand consistency

EDUCATION

2020

Leadership Profile by Korn-Ferry model
Apple University Program, London

2016

"Writing the TV Drama and the TV Comedy"
by John Truby, Milan

2015

"Story" Seminar
by Robert McKee, New York

2011

School of Visual Arts Film Making
Creative product development
and production

UCSC

Post-graduate Master Degree
"Fiction writing techniques"
Creative Writing & Script Analysis

2010

UCSC

Mass Media and Cultural Science
Major in movie theory
110/110 Magna Cum Laude