

SALIM MESTRIH

Marketing and Communication Specialist

Based in Milan, IT

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AI Trainer - AI applied to social media workshop

BMCC Center - nov 2025

I developed and led a workshop in collaboration with the BMCC Center, focused on the major transformations shaping today's digital landscape. The program covers key areas such as Digital Marketing, Brand Identity, and Social Media in the age of Artificial Intelligence, with a practical approach tailored to the real needs of the industry.

AI Trainer - Advanced Workshop

LIGHT Clear Thinking - sept 2025

Designed and delivered an advanced AI training workshop tailored specifically for creative professionals aiming to elevate their skills in digital content creation. This comprehensive program focused on mastering techniques to generate high-quality images, produce innovative videos, seamlessly transition from 2D to 3D formats, and bring static photos to life through advanced animation. My training approach emphasized practical applications of cutting-edge AI tools, empowering participants to push the boundaries of their creative workflows with impactful visual storytelling.

AI Prompt Designer

BL1T - jun 2025

Developed a fully AI-generated visual campaign in collaboration with BL1T to promote the SS26 collection. Led the creative direction, leveraging advanced generative tools to produce innovative imagery and cohesive brand storytelling tailored for digital and print channels.

Jr. Marketing Manager

LES HOMMES - oct 2024

- Marketing strategy: assisted in the creation and implementation of tailored marketing strategies, aimed at increasing brand awareness and driving growth.
- Budget management: managed and tracked the annual marketing budget, ensuring optimal resource allocation according to the specific needs and goals of the brand.
- KPI monitoring and reporting: monitored key performance indicators, analyzed results and prepared detailed reports to optimize future activities.
- Promotional activities and campaigns: developed and executed multi-channel promotional campaigns (advertising, events, social media, newsletters) to boost brand visibility and customer loyalty, collaborating closely with sales and communication teams.

Social Media Manager

LES HOMMES - jan 2024

- Social media scheduling and coordination: managed the scheduling of social media posts, ensuring alignment with the organic digital communication plan. Regularly updated social profiles and monitored industry-relevant news and content for timely posting.
- Performance analysis and reporting: tracked key metrics from campaigns, community insights, and listening projects to create detailed reports, providing actionable feedback.
- Competitive research and benchmarking: stayed updated on the latest trends across social media platforms, delivering relevant benchmarking reports to keep strategies competitive and innovative.

Creative and Art director

Feelomena - apr 2022

- Brand consistency across touchpoints: implementation and oversight of brand identity, guaranteeing cohesive visual and verbal communication across all platforms.
- Photoshoot concept and execution: developed creative concepts for fashion shoots, overseeing set design, styling, and photography direction to align with brand storytelling.
- Campaign development and multi-platform adaptation: led the creation of seasonal campaigns, from mood boards to final execution, ensuring coherence across print and in-store visuals.
- Innovation and trends: experimentation with cutting-edge creative solutions, integrating new technologies and market trends.

Education Background

- Bachelor's Degree in Marketing and Communication Design from IAAD (Institute of Applied Arts and Design) Academic Years 2021/22 - 2023/24
- Master in Creating and Branding, Operations and Supply chain from INSIDE lvmh in 2025

Hard Skills

- Social Media Management, content creation, strategy, advertising.
- Art Direction, photoshoot management, creative team leadership, storytelling.
- Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro.
- Graphic & Visual Design, branding, print & digital materials.
- Photography & Videography, shooting, editing, post-production.

Language Proficiency

- Arabic: native
- Italian: mother tongue
- English: professional level

I hereby authorize the processing of my personal data contained in this CV in accordance with Italian Legislative Decree no. 196 of 30 June 2003, 'Code regarding the protection of personal data', and the GDPR (EU Regulation 2016/679).

Milan 01/12/2025

A handwritten signature in black ink, appearing to read 'Salvatore'.