

Elena Laghi (Elly Lakes)

Digital Nomad | Travel Assistant | Creative Communicator | Influencer



Birthdate August 2, 1991
Nationalities Swiss and Italian
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Facebook EllyLakesWorld
Instagram elly_lakes
LinkedIn Elena Laghi
YouTube Elly Lakes
Twitter elly_lakes

Skills

Language Italian (Native) | English (Native) | Japanese (JLPT N2, BJT J3)
German (CEFR B2) | French (CEFR B1) | Spanish (CEFR A2)

Working Travel, Project, SNS, and Event management | Blogging | Copywriting | Newsletters
Photography | Videomaking | Picture and video editing | Graphic design
Radio, TV, and public speaking | Influencer marketing | PR | HR

Computer Microsoft Office Suite | Adobe Creative Suite | Google Workspace | OneDrive
WordPress | Mailchimp | Hootsuite | Discord | Slack | Klenty | XTM | SmartCat

Interests Travelling | Writing | Photography | Videomaking | Art | Music | Cinema | Dance

Professional Experience

Mugen Creations (Tokyo, JP | May 2021 - May 2024)

Human Resources Director

Project management (localization and marketing)
SNS content creation (YT, IG, FB, TW, LI)
Recruitment, training, events organization

Active Gaming Media (Tokyo, JP | Nov 2020 - Mar 2021)

Assistant Project Manager

SNS content creation and management (IG, FB)

Acacia Renewables (Tokyo, JP | Aug - Dec 2019)

Marketing Intern

Research for projects and SNS strategy planning (IG, FB)

Gaijin Bank (Tokyo, JP | Jul - Nov 2018)

Media Manager

SNS content creation and management (IG, FB, LI)
Blog articles and newsletter editing (Mailchimp)

VF International (Stabio, CH | May 2016 - May 2017)

Support VANS Retail Ops Team EMEA

VANS Magazine design and editing
VANS Retail Summit in Mallorca organization

Floor Assistant DTC EMEA

Events in Switzerland and abroad organization
Team meetings, VPs agenda, and travel management
Corporate presentations design

Trainee Retail DTC EMEA

Communication project management (Yammer, Sway)
Project's final event in Berlin organization

USI University (Lugano, CH | Aug - Dec 2015)

Collaborator Career & Alumni Service

Communication and SNS management (FB, LI)
Events organization and promotion

RSI RadioTV (Comano, CH | Feb - May 2015)

Collaborator Communication Social Media

SNS management and content creation (IG, FB, TW, YT)
Live blogging during events

Education and Training

KAI Japanese (Tokyo, JP | Jan 2018 - Dec 2019)

Japanese Language and Culture

Japanese JLPTN2 and Business Japanese BJT J3

UAL University (London, UK | Aug 2017)

Graphic Design Creative Process

Design projects and portfolio creation

Certitec (London, UK | Jul 2017)

Adobe Certified Courses

Photoshop, InDesign, and Illustrator courses

USI University (Lugano, CH | Sep 2010 - Sep 2015)

MSc in Communication

Major: Media Management
Minor: Content Design and Digital Marketing
GPA 9.21/10 - Honors: Summa Cum Laude

BA in Communication and Media

GPA 9.30/10

Volunteering Experiences

Swiss Club Tokyo (June 2022 - Present)

Assessor Social Media (IG, FB, TW, LI, YT)

The Social (May 2021 - May 2022)

Ambassador

TEDxTokyo (Aug - Oct 2019)

Operation Team Member

TEDxLakeComo (Jul 2016 - Nov 2018)

SNS Manager (FB, TW) and Event Organizer

Honours and Awards

KAI Japanese (Mar 2019) - **Speech Contest Award**

KAI Japanese (Apr 2018) - **Term Scholarship**

USI University (Jul 2013) - **Master Scholarship**