

Sofia Grandoni

Experience, Community and Engagement Programs

I design and deliver experience programs, community initiatives, and engagement campaigns that connect people, teams, and brands across EMEA.

Cork, Ireland | Open to relocation: Dublin, Torino, Bologna, Firenze, Verona, Padova

Currently seeking: Project Coordination, Event Management, Brand Experience, Community and Engagement Programs

About

Eight years connecting people through experiences, from luxury retail to global tech programs.

I have been in client-facing roles since I was 19. Over eight years, I have built campaigns, engagement programs, and community experiences across premium retail, luxury cosmetics, and global tech, always driven by the same goal: creating moments that make people feel seen, energised, and connected.

At Apple EMEA, I coordinate cross-functional employee experience campaigns reaching 1,400+ people across multiple countries, managing stakeholder coordination, vendor relationships, budgets, and internal communications. At Clinique (Brown Thomas), I designed a multi-channel engagement campaign that grew sales by 80% and moved the brand from 10th to 4th in-store.

Based in Ireland since 2022. Energised by the outdoors, cold sea plunges, and trail running.

How I Work

- Stakeholder mapping and alignment before kickoff
- Risk-first prioritisation: identify blockers early, escalate fast
- Real-time status communication with leadership
- Data-informed decisions: feedback loops, KPI tracking, post-event analysis
- AI-augmented workflow for content, planning, and coordination at scale

Core Competencies

Project Management - Event Management - Stakeholder Management - Cross-Functional Coordination - Vendor Management - Budget Management - Campaign Strategy - Internal Communications - Employee Experience - Employee Engagement - Community Management - Brand Experience - Client Experience - Content Creation - Social Media Strategy - Programme Delivery - Inclusion and Diversity - Onboarding and Training - Change Management - KPI Tracking and Reporting

Education and Languages

Education: MA Communication for Creative Industries | BA Foreign Languages

Currently Studying: Google Project Management Certificate — Foundations of Project Management

Languages: Italian (native), English (fluent), Spanish (advanced), French (conversational)

LinkedIn: [linkedin.com/in/sofia-grandoni](https://www.linkedin.com/in/sofia-grandoni)

Selected Projects

End-to-end programs designed, coordinated, and delivered across EMEA.

GAAD: Global Accessibility Awareness Day

Employee Engagement / Accessibility

Apple EMEA | Ireland and Türkiye | 1,368 employees | One-week campaign

End-to-end project management of a week-long accessibility engagement campaign. Created onsite events, virtual activities, and full promotional materials (banners, logo, newsletters). Coordinated cross-functionally with Accessibility experts, Employee Enrichment, Finance, Facilities, senior tech teams, and external vendors. Identified a critical blocker with iPad features and created a prerequisites guide adopted across all sites.

Results:

- 94% participation rate (575 of 613 employees)
- +30% onsite participation vs. previous year
- Over 90% virtual participation
- Virtual activity selected by leadership for wider adoption

Launch 2026: EMEIA Employee Experience Campaign

Employee Experience / Product Launch

Apple EMEIA | Ireland and Türkiye | 1,438 employees | 3-week campaign

End-to-end coordination of a product launch celebration across three weeks. Created the full visual identity, managed 10+ vendors (decor, food stations, activity materials, branded swag for 1,400+ people), and led logistics including remote shipping with Excel tracking. Managed budget optimisation from \$11K to \$10K. Represented EMEIA in global pitch and weekly cross-regional meetings; my design and colour palette were selected for the global campaign over AMR and JPAC.

Results:

- Design approved for global campaign (EMEIA selected over AMR and JPAC)
- 1,400+ swag units coordinated and shipped
- Budget optimised by 9% with zero quality compromise
- Full campaign delivered within 3 days after critical re-prioritisation

Employee Excellence Recognition Awards

Employee Recognition / Event Management

Apple EMEIA | Ireland and Türkiye | Biannual | 77+ attendees (onsite and virtual)

Coordinated a biannual VIP recognition ceremony celebrating 37 peer-nominated employees across multiple departments. Managed the full event lifecycle over eight weeks: weekly planning check-ins with leadership, venue booking and styling, vendor sourcing (catering, florals, table rentals, external workshops), communications and visual content creation, award bundle selection within a fixed budget, and logistics for both an onsite celebration and a parallel virtual event for remote employees. Also mentored a new team member through the entire process, onboarding her into the role during live planning. Proposed a venue layout change from a single long table to round table seating when the event moved to a larger space. The original format would have left some managers without seats and placed attendees with their backs to the screens. My manager trusted the recommendation because it meant no one would be left out. The new layout was adopted and post-event feedback from leadership highlighted the venue styling and overall delivery.

Results:

- 37 employees awarded across EMEIA with onsite and virtual celebrations
- Managed fixed budget covering venue styling, workshops (pottery onsite, DIY terrarium remote), and award bundles
- Full event delivered in 8 weeks from kickoff to execution
- Venue layout proposal adopted: improved capacity, sightlines, and inclusivity
- Successfully onboarded and mentored a new coordinator during live planning

Employee Enrichment Advocates Community

Community Coordination / Employee Engagement

Apple EMEIA | Ireland and Türkiye | 20 Advocates | Ongoing

Coordinate a community of 20 Employee Enrichment Advocates across Ireland and Türkiye, serving as the bridge between the engagement team and 1,400+ employees. Manage all community communications (Slack, weekly newsletter), host bi-weekly meetings via Webex, track engagement, report to leadership, and lead the annual

advocate recruiting process. Created the Advocates onboarding Keynote deck and introduced structured engagement tactics (iCal invitations, Slack Canvas for idea sharing, proactive onsite and chat engagement) to solve low participation.

Results:

- Active engagement quadrupled: from 5 out of 20 active members to full participation across all 20
- Established structured feedback loop between advocates and leadership
- Created onboarding materials adopted for all new advocate cohorts
- Advocates now actively propose event ideas and provide post-event feedback

Dramatically Different Campaign

Brand Experience / Client Engagement

Clinique, Brown Thomas Cork | Premium Retail | 1-month campaign

Designed and executed a multi-channel client engagement campaign to reposition a heritage product through social-first storytelling. Developed the full campaign strategy: content calendar, channel mix (Instagram, TikTok, email newsletter), and storytelling framework. Managed the complete content lifecycle from concept to daily publication.

Results:

- ~80% sales growth vs. previous year
- 500+ new followers in one month
- Brand ranking: from 10th to 4th in-store
- Recognised by Area Manager and Store Manager

Peer Rotation Support

Coaching / Internal Mobility

AppleCare | Individual Coaching

Supported two peers preparing for competitive internal rotations. Created personalised development plans, designed Keynote presentations for interview preparation, and provided coaching on presenting strengths and motivation effectively.

Results:

- One peer secured rotation in Developer Support
- One peer secured rotation in App Review
- Described by peers as a natural team leader: energetic, calm, and motivating

Inclusion and Diversity Virtual Gallery

Inclusion and Diversity / Content Creation

Apple EMEA | 1,300+ employees | Digital and Physical Exhibition

Conceived, designed, and deployed a virtual gallery and office exhibition celebrating cultural diversity across Apple EMEA. Created AI-generated imagery representing team members' cultures across four categories: teas and coffees, comfort corners, dining rituals, and cultural symbols. Built the HTML site and managed compliant internal deployment.

Results:

- Reached 1,300+ employees across EMEA
- Deeply positive emotional feedback: sense of inclusion and representation
- Adopted as reference format for future cultural initiatives

Tools and Skills

Platforms and technologies I use to deliver programs at scale.

Project Management: Wrike, Google Workspace, Miro, Quip

Communication and Collaboration: Slack, Microsoft Teams

Design and Content: Canva, Adobe Illustrator, Figma, Keynote, PowerPoint, iMovie, CapCut

CRM and Marketing: HubSpot, Instagram Business, TikTok Business

Data and Analytics: Excel (Advanced), Google Sheets, Numbers, Google Analytics

AI and Automation: ChatGPT, Claude, AI Agents

What People Say

"Sofia, you are a Leader. Everyone would love to have you as their team manager. No one handles stress like you do."

— Peer, Apple

"You are a team player. I can always rely on you to support team members, and you propose great ideas that actually make the difference for the team."

— Advisor Manager, Apple

"Sofia learned all procedures and tools in three weeks; most people take three months. She proposed streamlining the onboarding process, cutting it from two weeks to one."

— Team Lead, Apple

Get in Touch

Open to opportunities in experience programs, community, engagement, brand experience, and project coordination across Ireland and Italy.

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