

EDUCATION

2026 **SDA BOCCONI**, Milan, Italy
Master in Sustainability Management

2019-2021 **UNIVERSITY CASTLE SEEBURG**, Seekirchen am Wallersee, Austria
B.Sc. Business Psychology

PROFESSIONAL EXPERIENCE

2025 - 2026 **CHANEL**, Paris, France
CHANEL Parfums Beauté
Intern - Scientific Communication & Sustainable Engagement

- Supported the Sustainability and Scientific Communication team within CHANEL Parfums Beauté, working at the intersection of science, sustainability, and luxury.
- Collaborated cross-functionally with sustainability managers, scientific experts, and communication teams on topics including climate strategy, responsible sourcing, and impact measurement.
- Assisted in the development of sustainability-related content, presentations, and internal knowledge materials to support decision-making and stakeholder engagement.
- Gained hands-on experience in sustainability governance, corporate responsibility, and the integration of environmental topics into a global luxury brand strategy.

2018 - current **SELF-EMPLOYED / FREELANCE**, Bolzano, Italy
Developed a personal Instagram brand with 80K+ followers focused on outdoor sports and sustainability
Content Creator / Outdoor Influencer

- Created and managed over 500 pieces of content across multiple platforms (IG feed, reels, stories) covering outdoor sports: climbing, mountaineering, paragliding, cycling, and skiing.
- Established collaborations with 10+ outdoor and eco-conscious brands delivering content campaigns with measurable ROI through reach, engagement, and conversion insights.
- Conceptualized and executed a flagship content project "A Journey 2 Mont Blanc": a 500 km self-powered expedition, culminating in a Mont Blanc summit and paragliding descent.
- Produced a multi-platform content series that was selected for the Alpen Film Festival Tour 2025, reaching audiences across 50+ venues in Europe.

2023 - 2024 **PHYSTINE**, Egg, Austria
Sustainable skincare brand with a focus on organic and eco-friendly products.
Social Media Marketing

- Planned and executed digital marketing strategies tailored to sustainability driven target groups, resulting in a 25% increase in Instagram engagement.
- Created over 60 pieces of advertising creatives and social media content.
- Implemented green marketing strategies in line with eco-certification standards and circular economy principles, reinforcing brand authenticity and credibility in sustainability communication.

LANGUAGES

German: Native language; Italian: Native language; English: Fluent

ADDITIONAL INFORMATION

- Sustainability communication and scientific storytelling, translating complex environmental topics into clear, structured narratives.
- Cross-functional collaboration in corporate sustainability contexts, working with scientific, sustainability, and communication teams.
- Digital communication and content strategy, including social media strategy and visual storytelling (Adobe, Canva, Lightroom).
- Year-round mountain athlete, experienced in high-pressure and uncertain environments requiring resilience, adaptability, and disciplined execution.
- Highly adaptable and fast-learning professional, driven to contribute to future-oriented change in sustainability and responsible business.



Personal data

Date of birth: 23/08/1998
Nationality: Italian

Address

Via delle rogazioni 1/2
39011, Lana, BZ, Italien
Mobile phone: 3349931443

School email

magdalena.mittersteiner@master.sdabocconi.it

Personal email

magdalena.mittersteiner@gmail.com

Personal webpage

<https://www.magdalenamittersteiner.com>
www.linkedin.com/in/magdalenamittersteiner-508054243