

# From Milan to the world, Nicole Mazza shares her expertise with the new generation of marketers at Rome's university

*Nicole Mazza The "It Girl" of Italian Marketing Is Redefining Luxury Campaigns From Milan to the world, She is behind iconic beauty and fashion narratives.*

HOLLYWOOD , CA, UNITED STATES, June 23, 2025 /EINPresswire.com/ -- Now, Nicole Mazza is giving back to where it all began. In one of the most meaningful moves of her career, Nicole has returned to her academic roots, delivering advanced marketing lectures at her Alma Mater, Luiss Guido Carli University in Rome. Her presence there marks a full-circle moment, as she trains a new generation of marketers in the essence of Italian publicity on a world-class level. This news solidifies her commitment not only to the industry but to shaping its future through education and mentorship.

[Nicole Mazza continues to hold her title as the "It Girl" of global](#) marketing, known for her unique ability to showcase quintessential Italian culture through the lens of luxury. With an unmatched sense of sophistication and strategy, Nicole has crafted some of the most iconic campaigns across beauty, fashion, and even the luxury automotive world.

[Her career began in Milan—Italy's capital of elegance](#)—where she mastered the art of brand management and digital strategy. Nicole's deep understanding of Italian heritage, paired with her global vision, has made her the go-to cultural translator for luxury brands seeking to connect with international audiences.

Her influence at marketing campaigns propelled her as a lecturer in Advanced Marketing



Nicole Mazza Today, more than ever, she stands as a strategist, a creator, and the enduring "It Girl" of modern marketing.

Management in Milan and Rome, she bridges real-world prestige with academic insight, offering students the tools and mindset needed to succeed in today's luxury market.

Nicole Mazza's work is professional and visionary. She continues to redefine how the world sees luxury, proving why Italian elegance and designs remains the gold standard.

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My fulfillment comes from redefining beauty and luxury marketing for the new generation”

*Nicole Mazza -Marketing Strategist*



Nicole was at her Alma Mater in Rome, Luiss Guido Carli University, as a guest lecturer in Advanced Marketing Management in Rome

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Her international collaborations demonstrated not only her creative vision but her capacity to deliver narratives that resonate across continents.



Her work represents the Italian way of life in modern social media marketing.





Her acclaimed work with Estée Lauder and Tom Ford Beauty elevated her as a top-tier consultant in the cosmetics sector, earning her industry-wide recognition and placing her at the center of luxury innovation.

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