

GABRIELA MARCHETTI BALDI

MENTAL HEALTH AMBASSADOR AND COACH



AREAS OF EXPERTISE

Life Coaching | Youth and Parents Coaching | Coaching within education
Mental Health Ambassador | Project Management | Crisis Counsellor
Team management | PR and Communication

PROFESSIONAL BACKGROUND

Istituto Psicologico Italiano - IPSI | Milan

Parent and Youth Coach

2023 - to date

I support clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The process of coaching often unlocks previously untapped sources of imagination, productivity and leadership.

Sunbeam For Life | London

Co-Founder

2019 – 2021

Designed and organised target informative talks, tailored workshops and individual private sessions – Sunbeam for life was built to promote mental health awareness, openness and as a support to parents. The programme has been launched and integrated in Thomas's Battersea School in London.

- Management of relationship between therapist, researcher, the best psychologists in their fields, School Head of Pastoral and parents
- Designing and running tailored workshops with the aim to open up difficult conversations with parents

The Daisy Chain Project | London

Mental Health Director and Ambassador

2020 – 2021

Making a difference in young women's lives by raising funds to support existing charity projects that help them reach their full potential. In collaboration with British Artist Claire Luxton, The Prince's Trust, The Said Foundation.

Charity supported – The Prince's Trust London.

- Creating and developing The Daisy Chain Logo and concept
- PR initiatives

Running and designing webinar online events

Shout | London

Trained Volunteer and Crisis Counsellor

2020 – 2021

Shout is one of the UK's most innovative and pioneering digital mental health support services, making it easier for people in crisis to get help. Confidential and available 24/7 – Supported and launched by the Royal Foundation.

- Undertook rigorous training (Shout training, Autism awareness, Basic Life Support, Self-Harm, Safeguarding Adults and Children, Bullying and Cyberbullying)
- Helps texters to move from a 'hot moment' to a 'cool calm' by using good contact techniques and empathy
- Dealing with very intense topics including but not limited to suicide, self-harm and abuse.
- Determining whether a texter is at imminent risk of suicide by using proven de-escalation and risk assessment measures
- Liaising with The Royal Foundation and Mental Health Innovations

The Coaching Academy | London

Youth and Parents Coach

2017 – to date

- Certified Personal Performance Life Coach
- Certified Youth Mental Health First Aider (MHFA England)
- Certified NLP Practitioner (accredited member of ANLP)
- Trained in Coaching within Education

<p>Baldi Real Estate Ltd London <i>Founder</i> BRE liaise with Private Equity and Real Estate Funds to introduce high quality Real Estate Commercial opportunities. - Introducer Advisor</p>	<p>2012 – 2016</p>
<p>Mulberry London <i>Retail Account Manager</i> - Working closely with the Marketing Manager and Director to create footfall in store - Responsible for all London Stores and Outlet (Somerset, Bicester Village and York) - Point of Contact of all stores including the Flagship store - Responsible of event in stores (and Outlet) - Budget management</p>	<p>2003 – 2005</p>
<p>Gucci - Corporate Image department London <i>Assistant account Manager</i> - Gucci Projects coordination - All development phases, brief from client, design, development, production, distribution - Creation of preliminary and final list of items to be included in Gucci S/S 2003 AD campaign - Liaising with creatives to achieve client's request</p>	<p>2002 – 2003</p>
<p>Prada Milan <i>Advertising Assistant and PR</i> - Creation of preliminary and final list of items to be included in the Miu Miu, Prada, Prada Sport ad campaign - Coordination of venue, models, photographs and production of the campaign, photoshoots between Milan, Spain, London and NY - Management of campaign budget - Key activity for Prada, Miu Miu, Jil Sander Fashion Shows - Prada, Miu Miu, new store openings</p>	<p>1999 – 2002</p>
<p>Donna Karan NY Milan <i>Sales Executive</i> - Member of the Sales team - Liaising with large International clients - Sales of the collection to main international clients in the Showroom</p>	<p>1998 – 1999</p>
<p><u>Cabrini & Missiroli Advertising Agency Milan</u> <i>Logistic Manager</i> - Managed a team of 15 people to coordinate seating, liaise with firms to select F1 sponsors and arrange location of posters and other advertisements media</p>	<p>1997 – 1998</p>

EDUCATION AND CREDENTIALS

2023: **AICP (Italian Professional Coach Association) Member**- Milan

2022: **ICF Global and ICF Italy Member** -Milan

2016: **The Coaching Academy**- London

2000: **Bachelor's Degree in PR and Communication** - IULM University – Milan, Italy

1998-99: **Goethe Institut ZMP Certificate** (Zentrale Mittlestufe Prufung)

LANGUAGES

Native **Italian** speaker, fluent in **English**, intermediate in **German**

TECHNICAL PROFICIENCIES

Proficient in MS Windows and familiar with Mac OS

CONTACTS

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