

THECHICITALIAN

Your stylish coffee break



ABOUT THECHICITALIAN

I'm Fiona Gobbo — also known as TheChicItalian — a **style blogger from Amersfoort, The Netherlands with Italian heritage**. I started this blog as a way to work on my content creation and social media skills and it has evolved to a personal style diary where I share how you can **use your personal style for personal branding**. There are many articles on **what keeps me going as a twenty-something woman**: personal style, career and ambitions, travel and a modern lifestyle.

TheChicItalian focuses on **like minded women between 25-35 years old** that love a **classic base with designer accessories**. They love **quality items** and don't mind spending a little more. They mostly live in a **small to big city**, are **independent**, want to **build a successful career on their own terms** and are always on the hunt to **expand their horizons**.

Next to blogging I'm also the **owner of Fiona Gobbo Creative** — a freelance brand designer studio. Through Fiona Gobbo Creative I create luxury brand identities, social media strategies and content. Prior to starting my own freelance business I studied marketing communications with a minor in branding and specialisation in content marketing. I also am a certified content creator with two years experience on the agency side. In other words, **all I do and love is creating content**.



FIONA GOBBO

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My style is a mixture of **classic pieces with an edge** and a touch of the **Italian style** — put together, amazing handbag and quirky accessories that I wear with **confidence**. And I love sharing my Italian lifestyle — for **my favorite coffee places** to **career ambitions** to **how I travel**. What sets me apart is that I share content with an eye on how it helps with **creating your own identity**. I keep it fun, quick and informative so that my readers can **read it on their coffee break**.

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BLOG TOPICS



Style or fashion

One of the main blog topics on TheChicItalian are the outfit posts and style guides. There is also 'The Chic List' which is a monthly updated list with my favorite items at the moment.



Career

As an ambitious woman I'm always interested in career related content. On the blog I write about career tips, career style, places to work from and gadgets to make any ambitious woman's life better.



Travel

On TheChicItalian I also share my travels in a way to inspire my readers. I share (light) packing lists, tips and city guides related to my own travels.



Lifestyle

Because I have a lot more other interest, I've made the lifestyle category. Here I share everything that's not related to the other categories — music, tv shows, apps, beauty, etc.



BLOG *STATISTICS*

95,4%
Female readers

25-44
Years old

USA • UK • NL
Top countries

1,2 K
Monthly page views

1 K
Monthly unique visitors

1,4K

Instagram
followers

616

Instagram
unique reach
25 - 31 dec.

620

Pinterest
followers

60,2K

Pinterest
views

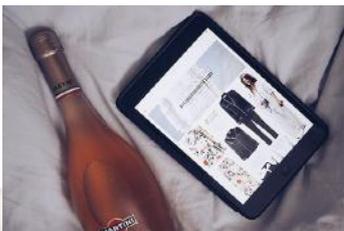
274

Twitter
followers

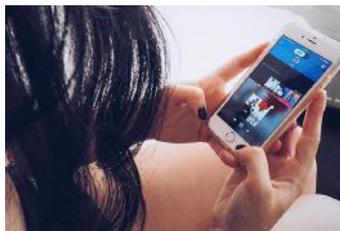
4,2K

Pinterest
impressions

BRAND COLLABORATIONS & PARTNERSHIPS



FARFETCH



airtime



ettika