# LUCIA ZELESCO

*Founder & CEO | Entrepreneur | Marketing & PR Strategist | Advisor | Speaker*

## About Lucia

**LUCIA ZELESCO**

**Founder • Entrepreneur • Marketing & PR Strategist • Advisor • Speaker**

Lucia Zelesco is an Australian entrepreneur, marketing and PR strategist, business leader and community advocate with more than 15 years of experience building brands, businesses and communities.

As Founder and CEO of **Zelesco**, Lucia has worked across corporate, entrepreneurial and community sectors, partnering with organisations including **Bendigo Bank, NAB, Simble Group, Snowy Mountain** and hundreds of small businesses and founders across Australia and internationally. Her work spans **brand strategy, marketing, public relations, business development, digital transformation, events and growth strategy**.

Throughout her career, Lucia has held **four board positions, including experience with Bendigo Bank**, bringing a combination of commercial thinking, creativity and community focus to leadership and advisory roles.

At the heart of Lucia's work is a belief that **business can be a force for positive change**. Her entrepreneurial journey has expanded beyond consulting into initiatives supporting women, emerging leaders and creative communities, with a particular passion for helping people find their voice, build confidence and turn ambitious ideas into reality.

Lucia's work and advocacy have attracted national media attention, with appearances and coverage across **ABC, The Age, The Guardian, Herald Sun, The Daily Telegraph, The Advertiser, Mamamia, Cairns Post** and other Australian media. She was also a **finalist in the Melbourne Business Network Female Entrepreneur Award** and nominated for the **City of Yarra Community Award**.

Today, Lucia continues to work at the intersection of **business, creativity, leadership and social impact** — bringing people together, challenging conventional thinking and creating opportunities for businesses and communities to grow.

**Work With Lucia**

Lucia is open to selected opportunities across:

🎤 **Speaking & Events** — entrepreneurship, marketing, personal branding, women in business, resilience, leadership and building businesses with purpose.

💡 **Advisory & Strategy** — working with founders, leadership teams and organisations on brand, marketing, PR, growth and business development.

❤️ **Community & Charity** — supporting meaningful initiatives, women's empowerment, community programs and purpose-led organisations.

🤝 **Boards & Partnerships** — selected board, ambassador, strategic partnership and advisory opportunities.

**→ Discover more about Lucia**