



GIOVANNA SPICA

COPYWRITER BY DAY, POET AFTER HOURS • NEW YORK, UNITED STATES • 914.391.0821

◦ DETAILS ◦

New York
United States
914.391.0821

giovannaspica@gmail.com

◦ LINKS ◦

[Liv&Grace](#)

[Portfolio](#)

◦ SKILLS ◦

Ability to Work Under Pressure

Editing and Proofreading

Copywriting

Effective Team Leader

Creative Thinking

Analytical and Problem-Solving
skills

◦ LANGUAGES ◦

English

Spanish

Catalan

◦ HOBBIES ◦

Poetry, Reading, Yoga, Running,
Learning, Meditation



PROFILE

Experienced Content Marketer and Copywriter. Strong leadership, organizational, and communication skills. Works well in teams and loves analytics. Skilled in SEO, Email Marketing, Video Advertising, and Storytelling. Creative and hungry.



EMPLOYMENT HISTORY

Marketing Manager at Charter Communications , Stamford

June 2023 — Present

Oversee translation projects related to Spectrum Mobile communications. I strategize and write content focused on cultural and linguistic differences found within the Spanish speaking demographic, such pieces include TV spots, flyers, brochures etc.

Co-founder at Liv&Grace The Vegan Collection, Barcelona

July 2021 — Present

Development and creation of the brand. Head of marketing and strategy. Outreach and growth.

Content Manager at Zitro Interactive, Barcelona - Spain

December 2018 — November 2019

Editing, writing, and coordinating all digital content. In-app advertising. Team coordinator.

Content Writer & Copywriter at Wildthentic, Barcelona - Spain

January 2018 — November 2018

Web content writer. Content calendar coordination. Industry research. SEO. Digital ads.

Digital Marketing Manager at Puntacana Resort & Club, Punta Cana - Dominican Republic

December 2013 — April 2015

Billboard, digital and print ad copywriter. Magazine features. Manage social media team. Website content manager.

Digital Copywriter at Gray Line Punta Cana, Punta Cana - Dominican Republic

March 2015 — July 2016

Inbound marketing. Digital writer. Community manager.



EDUCATION

B.A Advertising Marketing Communications, Fashion Institute of Technology, New York, NY

August 2009 — May 2013

Minor in English Literature



REFERENCES

- References available upon request