

Digital Senior Copywriter

Strategic copywriter and content marketer with experience since 2016 across branding, marketing strategy and digital content creation. Skilled at developing tone of voice, leading rebrands and delivering multilingual campaigns for global organisations. Author of 10+ industry eBooks and guides that have generated six-figure revenue and supported award-winning recognition. Experienced in creating SEO-driven, data-backed content that increases visibility, drives engagement and delivers measurable ROI. Collaborative and adaptable professional with a track record of working with start-ups, enterprises and international institutions.

Areas of Expertise

- Content Creation
- SEO
- Digital Marketing & Advertising
- Artificial Intelligence Expert
- Copywriting & Editing (English – Spanish – Italian)
- Influential Negotiation
- Market Trends Analysis
- Campaign Development
- Brand Development
- Cross-functional Collaboration

Professional Experience

Digital Senior Copywriter – Freelance

2023 – Present

British Council Corporate Solution, Singapore

- Produced eBooks and guides on **AI, technology, workplace change, cultural intelligence and learning culture**.
- Created blogs, case studies, newsletters and infographics tailored for a **global L&D audience**.
- Developed and refined the tone of voice and content guidelines to improve clarity, consistency and engagement.
- Delivered SEO-friendly, research-based content aligned with workplace and learning trends.
- Translated survey data and expert interviews into accessible, outcome-focused copy.

Gaia, UK

- **100% finalist success rate** for award submissions, including Gold in Recruitment Marketing at the HR Supplier Awards.
- Wrote two eBooks generating: **£150k+ revenue** in under five months (including developing an employer branding ROI calculator tool).
- Led Gaia's tone of voice, rebrand and website UX/copywriting.
- Created multilingual recruitment campaigns; Mitie campaign hit hiring goals in one week.
- Delivered campaigns and content for clients including **Tesla, Amazon, Rolls-Royce, Marriott, Hilton, Lidl, NHS and Hampshire Police**.
- Produced client case studies (e.g., Babcock, Victrex) now central to Gaia's sales strategy.

Inspired Education Group, London, UK

- Crafted copy for **B2B and B2C** channels, including newsletters, press releases, Google ads and social media.
- Produced content in **English, Italian, and Spanish** for international audiences.
- Ghost-wrote for senior leadership, adapting style to their tone of voice.
- Applied **SEO strategies** to improve content discoverability and organic traffic.
- Collaborated cross-functionally to ensure consistent messaging and branding.

The Training HUB, Manchester, UK

- Wrote engaging copy for **e-learning courses**, collaborating with instructional designers and subject experts.
- Proofread and edited course materials for accuracy and clarity.
- Produced marketing copy including headlines and descriptions for online courses.
- Improved course content using data and analytics insights.
- Delivered projects on time, supporting seamless and cohesive user experiences.

Dunraven Primary School, London, UK Education Copywriter

2021 – 2023

- Designed and delivered creative writing, phonics, and fine motor skills interventions for students, including those with ASD.
- Created curriculum content, a new school book, and educational articles for the website and workshops.
- Produced newsletters, displays, and learning materials to support engagement and inclusion.
- Supported underperforming students with one-to-one and small group sessions to build writing and language skills.

Private Medical Center – Donna Serena, Abruzzi, Italy Senior Copywriter

2016 – 2020

- Elevated **20% feedback** through effective selection of terms and phrases, promoting readership.
- Published 100 articles regarding breast cancer, cancer researches, nutrition and lifestyle
- Increased organic search results of clients from **600 views to 2000 per day** through content optimisation.
- Collaborated with doctors to develop advertising content and themes for healthcare products and services.

Additional Experience

L2 Italian Teacher, Torre Di Babele School, Italy

Education

Bachelor in Linguistic Mediation, Digital communication and Marketing - SSML San Domenico, Rome, Italy

Professional Development

- Data Science: Machine Learning - Harvard University, USA
- Digital Copywriter Diploma
- Digital Marketing & Creative Writing Course
- Content Marketing | Google Analytics | SEO Training | Website Optimisation | Social Media Marketing | Web Development

Publications

Tatler Magazine – El Mundo – El País Ads

Research on “Autism, Learning & Language”