

## Digital Senior Copywriter

Innovative professional with hands-on experience in creating engaging content to boost organic searches of different organisations. Highly adaptable and creative individual with expertise varying voices, styles, and other characteristics of messaging according to industry, company, and target audience. Team player and self-motivated with skills in fostering strong collaboration with creative team from concept development to delivery of final product. Equipped with proven aptitude for assessing assigned campaign performance against defined statistics and leveraging digital platforms to apply in specific marketing communication initiatives.

## Areas of Expertise

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

## Professional Experience

### Digital Senior Copywriter – Freelance

2020 – Present

#### Inspired Education Group, London, UK

Crafting compelling and impactful copy for various channels. With proficiency in B2B and B2C communications, I create short and long content, including newsletters, press releases, and international releases. My expertise extends to Google ads and social media posts, tailored for audiences in **English**, **Italian**, and **Spanish**. My role involves delivering captivating content that resonates with global audiences and aligns seamlessly with the brand's objectives.

- Adapted writing style for ghost-writing senior leadership, aligning with their tone of voice.
- Collaborated cross-functionally to ensure consistent messaging and branding.
- Utilized SEO strategies to enhance content discoverability and organic traffic.

#### The Training HUB, Manchester, UK

Formulate engaging and effective copy for e-learning courses. Co-ordinate with instructional designers and subject matter experts for course content development. Update and proofread course materials for accuracy and clarity. Compose compelling headlines and descriptions for course marketing materials. Remain up-to-date on industry trends and best practices in e-learning and digital copywriting. Liaise with cross-functional teams, including designers and developers for seamless and cohesive user experience.

- Improved course content through data and analytics.
- Executed projects within set timelines to reach deadlines for course development.

#### Dunraven Primary School, London, UK Education Copywriter

2021 – 2023

Strategise creative writing, phonics, and fine motor skills intervention for students to enrich their writing and calligraphy. Prepare displays, school newsletters, and educational articles for website. Facilitate underperforming children with additional support for career growth. Assist students to gain learning skills. Deliver one-to-one and small group writing and phonics support to ASD students. Create and refine subjects curriculum and compose brand new book for school.

- Designed detailed road maps for lessons and specific interventions.
- Enhanced writing and editing skills by checking content on regular basis.
- Crafted articles for education workshops to avoid racism in schools and expand knowledge of learning languages in individuals with Autism Spectrum disorders.

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

**2018 – 2020**

Collaborated with doctors for effective utilisation of advertising methods and themes for products and services. Identified different aspects to present products and services in more appealing way to customers for sales maximisation. Drafted scientific articles for breast cancer fundraising annual campaign. Translated and modified 100+ medical records through proofreading.

- Elevated 20% feedback through effective selection of terms and phrases, promoting readership.
- Published 100 articles regarding health, beauty, fashion, lifestyle, homes, and horoscopes.
- Increased organic search results of clients from 600 views to 2000 per day through content optimisation.

**Notary Studio, Italo De Benedittis, Abruzzi, Italy**  
**Legal Copywriter/Translator**

**2016 – 2018**

Provided complete translation of deed, attorney, and energy performance certificates and interpretations to clients during formal meetings. Sustained pace with native speakers for real-time comprehension. Reviewed briefs from clients for clearly defined project scopes and outcomes.

- Ensured quality of all delivered content through specialised dictionaries, thesauruses, and reference books.

## **Additional Experience**

**L2 Italian Teacher**, Torre Di Babele School, Italy

## **Education**

**MBA in Artificial Intelligence** – University of Cumbria, UK

**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 Optimization | Social Media Marketing | Web Development

## **Affiliations**

Breast Cancer Fundraising Campaign

## **Publications**

Research on “Autism, Learning & Language”

Articles on Breast Cancer Prevention

Educational Articles on School and Benefits of Metaverse