

# GIULIA DANIELE

## COPYWRITER

### CONTACT

- ✉ [giulia.daniele1996@gmail.com](mailto:giulia.daniele1996@gmail.com)
- 🌐 <https://giuliadaniele.journoportfolio.com/>

### EDUCATION


**University of Liverpool** 2018-2019  
Master of Research in Sociolinguistics


**University of Padua** 2015-2018  
Bachelor in Translation Studies


### SKILLS


- Excellent command of the English language
- Search Engine Optimisation (SEO) expertise
- Communication and organisation skills
- Great attention to detail
- Creative, curious and proactive mindset
- Word Press knowledge
- Storytelling
- Travel writing
- Researching and analysing data
- Interviewing

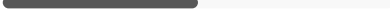
### LANGUAGES

English 

Italian 

Spanish 

German 

French 

### ABOUT ME

Skilled and enthusiastic copywriter with 5 years of experience working for online and printed magazines. Committed to researching, producing and editing high-quality content, including features, reviews and interview-based pieces on travel, fashion, lifestyle and more.

### WORK EXPERIENCE

#### Senior Editorial Executive

Dentsu | Manchester 2020-present

- Create content with a distinctive voice for UK clients
- Provide insights on content briefs
- Generate content ideas based on competitors' analysis
- Provide clients with the best SEO and design recommendations
- Proofread and fact-check content across all clients
- Supervise team members on workload and quality of content
- Manage international content creation across all accounts
- Set up and manage the international freelancers' database
- Manage project plans and billing across all international clients

#### Freelance Travel Writer

2023-present

Life Lovers Magazine | UK (<https://lifeloversmag.com/>)

- Pitch and create features related to the travel industry
- Generate ideas to write travel guides for a specific destination
- Research worldwide events and cultural issues for publication

#### Freelance Contributing Writer

2022-2023

Artzy Trip Magazine | London (<https://www.artzytrip.com/>)

- Research, pitch and write pieces on the food, art and music scene of a specific travel destination

#### Freelance Feature Writer

2021-present

Harbour Magazine | Liverpool (<https://harbourmagazine.co.uk/>)

- Research, pitch and write features about socio-cultural issues in the Northwest of England
- Conduct interviews to inspire content creation
- Collaborate on managing the magazine's 'Culture' section

#### Content Writer Intern

2019-2020

MaskZ of Sweden | Stockholm

- Writer B2B and B2C content on personal protective equipment for the company's blog and social media
- Use SEO strategies to increase content visibility
- Proofread and fact-check all content to ensure the correct brand tone