



# ALESSIA BISINI

FREELANCE JOURNALIST AND PUBLICIST 📍 MILANO, ITALY 📞 +393348698048

## ◦ DETAILS ◦

Milano  
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## ◦ LINKS ◦

[My portfolio](#)

## ◦ SKILLS ◦

- Web Content Writing
- SEO (Search Engine Optimization)
- Public Relations
- Media Relations
- Interviewing
- Editing
- Podcasting
- Fast Learner
- Leadership Skills
- Adaptability
- Ability to Multitask
- Ability to Work Under Pressure
- Ability to Work in a Team
- Creativity
- Analytical Thinking Skills
- Time Management
- Problem Solving
- Microsoft Office Suite
- Adobe Photoshop
- Adobe Suite

## ◦ HOBBIES ◦

## 👤 PROFILE

I am a freelance journalist and publicist located in Milan, Italy.

- Since 2014, my writing has predominantly centered around music, feminism, women's issues, and pop culture. I am a vocal supporter of gender equality, especially within the media, sports, and music sectors.
- My expertise lies in crafting SEO-optimized news, interviews, features, cover stories, profiles, single/album/concert reviews, and opinion pieces.
- My work has been featured in various Italian and international print and online publications like Lettera43, TPI - The Post Internazionale, HEYJUDE Magazine, Newsic, Mi-Tomorrow, and Empoword Journalism.
- In 2022, I established Busy Press, a PR agency that has a young and dynamic approach to its work and offers a bespoke service that is tailored to the specific needs of each client.
- Additionally, I started a bi-monthly Substack newsletter named 'Let's Go Girls!', offering a female viewpoint on music, sports, podcasts, pop culture, and journalism.

## 📁 EMPLOYMENT HISTORY

### Freelance Journalist at Self-Employed, Milano

February 2023 — Present

- I daily pitch, research and write articles, editorials, features, interviews, profiles and cover stories on a variety of topics including music, entertainment, women's issues, feminism, current events, and pop culture. Bylines include Lettera43, TPI - The Post Internazionale, Empoword Journalism, Square One Magazine, Prismag, and The Punk Head.

### Freelance Journalist at HEYJUDE Magazine, Milano

July 2022 — Present

- I write, edit and proofread copy for breaking news, op-eds, and features, and conduct interviews with some of the most exciting artists in the Italian and international music industry.
- Additionally, I frequently represent the company's content on Instagram and TikTok, ensuring precision, clarity, and adherence to the publication's style guide.

### Press Office at Busy Press (Self-employed), Milano

June 2022 — Present

- I work closely with independent labels and emerging artists to execute effective media campaigns. I primarily oversee multiple projects, securing press coverage, interviews, and social media content through online publications, broadcasts, and influencers.
- I have managed to build strong and reliable relationships with key figures in the music industry and media and create a robust network of publications and brand outlets.

### Freelance Journalist at Newsic, Milano

March 2021 — September 2021

Travelling across the world, dancing, going to the cinema, watching tennis and football matches. I'm also an avid reader with a penchant for thrillers and a huge fan of musicals.

#### ◦ LANGUAGES ◦

Italian

English

Spanish

Russian

- I researched and wrote articles on various topics, such as music, entertainment, pop culture, and society.
- Additionally, I maintained a self-motivated attitude, which allowed me to work from home effectively by utilizing excellent interpersonal communication and time management skills.

#### Freelance Journalist and Social Media Manager at Inside Music , Milano

November 2019 — April 2020

- I was responsible for producing breaking news, editorials and features, as well as interviewing some of the most exciting artists in the Italian music industry.
- I used innovative thinking to produce fresh and engaging content, covering both Italian and international artists.
- I also helped manage the company's social media accounts on Facebook, Twitter, and Instagram.

#### Freelance Journalist and Social Media Manager at Ginger Generation , Milano

February 2015 — October 2018

- I wrote breaking news, op-eds, and features and conducted interviews with prominent figures in the music, pop culture, sports, and entertainment industries. Moreover, I oversaw the company's social media accounts on Instagram, Twitter, and Facebook.
- Throughout my work, I kept the company's mission in mind and aimed to effectively represent and promote its brand and values.
- I got to work with the Editor in Chief and Senior Project Manager to define project goals, establish a timeline, and create a concrete plan to achieve them.

### 🎓 EDUCATION

#### Freelance and Feature Writing, London School of Journalism, London

October 2022 — October 2024

I am currently enrolled in a distance learning programme for Freelance and Feature Writing at the London School of Journalism. The programme covers the entire field of modern freelance writing and is helping me gain a deeper understanding of the world of international journalism, including its responsibilities and ethics.

#### BA in Foreign Languages, Communication and Media, Catholic University of the Sacred Heart, Milano

October 2014 — April 2018

My Bachelor of Arts degree enabled me to pursue my primary interests, including foreign languages and cultures. I majored in English and Spanish, gaining valuable insights into the theoretical aspects of communication, with a particular focus on journalism and social media management.

### 🌿 EXTRA-CURRICULAR ACTIVITIES

#### Book Club Coordinator at JOI Book Club, Milano

November 2020 — December 2021

- Chose books and topics of discussion with the others coordinators.
- Led discussions at monthly meetings.
- Maintained order at meetings.
- Made copy of Club rules available to all members.
- Maintained Book Club membership list.
- Made sure that everyone joined the conversation during the sessions and found JOI's Book Club a safe space to talk about their identity.

### 🎓 COURSES

- **Two-Week Journalism Course, TPI Magazine**  
April 2017 — April 2017
- **Spanish Language Course, Instituto Miguel Cervantes**  
November 2013 — November 2013
- **Russian Language Course, Saint Petersburg's School of Russian**  
March 2013 — March 2013