



NOHA FAVALE MANCIN

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Legnano (MI), Italy

IULM UNIVERSITY

Milan, Italy · 2021-2022
Postgraduate Diploma

Master in The Art Of Storytelling.
Literature, Cinema, Television

IULM UNIVERSITY

Milan, Italy · 2017-2021
Bachelor's Degree

Communication, media and advertising

I.I.S. CARLO ALBERTO DALLA CHIESA

Sesto Calende (VA), Italy · 2012-2017
High School Diploma

High School with a specialisation
in Human Sciences, Economics
and Social Studies

English: C1

First Certificate in English (CAE)

Spanish: B1

Scolastico

You know,
I'm something of a
COPYWRITER
myself.

COPYWRITER & CONTENT MANAGER

GreatPixel · Milan, Italy
07/24 - current

I focus on **research** and **creative strategy**, turning briefs into **concepts** and concepts into **assets**. I manage the **editorial plan** and **social media activities** from ideation to publication. I also **support junior copywriters** in their professional growth and provide ongoing support to **project management**.

I work with **leading brands** in the **healthcare** and **education** sectors.

COPYWRITER

21adv srl · Legnano (MI), Italy
09/23 - 06/24

As the sole copywriter within the agency, I **oversaw all content-related activities for clients**: from online channels - social media, newsletters and websites - to offline materials, including catalogues, brochures and assets for events and trade fairs.

I worked with brands operating in the **beauty & wellness**, **healthcare**, **womenswear**, independent publishing and **luxury** sectors.

CONTENT EDITOR

Alfemminile.com | Gedi Digital · Milan, Italy
10/22 - 07/23

I managed **press reviews** and **content selection**, overseeing the writing and publication of **SEO-oriented articles**. I developed **branded content** partnerships, including articles, quizzes, and interactive surveys. I also handled the drafting and distribution of **newsletters** and **push notifications**.

I primarily worked with **tools** such as KolumbusPro, Batch, Cheetah, and MailUp.

JUNIOR COPYWRITER

ATC - All things communicate · Mila, Italy
03/22 - 09/22

I began my career learning how to **manage content from ideation to development**, primarily within BTL and B2B contexts.

I mainly worked with leading brands in the **food & beverage**, **pet care**, dental healthcare, and **architectural materials** sectors.