



NOHA FAVALE MANCIN

COPYWRITER
...and much more.

INFO AND CONTACTS

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📁 nohafavalemancin.journoportfolio.com
📍 Legnano (MI), Italy
🚗 Driving licence, with own car

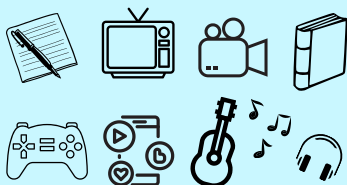
LANGUAGES

English: C1
First Certificate in English (CAE)
Spanish: B1
School level

IT SKILLS



INTERESTS



WORK EXPERIENCE

COPYWRITING & CONTENT MANAGEMENT CONSULTANT

GreatPixel · Milan, Italy
07/24 - current

Concept development and **copywriting** for digital and offline campaigns, transcreation of global campaigns for the Italian market, and management of **editorial** and **social content**. Close **collaboration** with design and strategy teams and participation in pitch presentations.

Key clients: Merck Italia, Merck Global, Angelini Academy, Policlinico di Modena.

COPYWRITER

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

Creation of **multi-channel concepts and copy** (newsletters, landing pages, ADV, print) with focus on B2C campaigns. Development of **communication strategies, editorial planning, and client presentations**.

Key clients: Diana Gallesi (Miroglio), Pure Italia, Eberhard & Co., Italian Bees Laboratoires Ortis, Farmacia dell'Olmira.

CONTENT EDITOR

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

SEO-oriented writing, branded content production, and **editorial curation**. Management of **CRM**, social distribution on **Facebook** and performance analysis to optimize engagement. Programs used: Meta Business Suite, Batch, Cheetah, MailUp, CMS KolumbusPro.

Key clients: Max Factor, Natural Point, Coop Cosmescos.

JUNIOR COPYWRITER

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

Support in **concept creation**, naming, and payoff development for BTL/B2B campaigns. **Copywriting** for social media, editorial planning, proofreading, and multilingual adaptations.

Key clients: Nestlé Health Science, Sanpellegrino, Levissima, Purina, Felix, Straumann Group, Trespa.

EDUCATION

IULM UNIVERSITY · Milan, Italy
2021-2022

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

IULM UNIVERSITY · Milan, Italy
2017 - 2021

Communication, media and advertising
Bachelor's Degree

I.I.S. CARLO ALBERTO DALLA CHIESA · Sesto Calende (VA), Italy
2012-2017

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