



NOHA FAVALE MANCIN

COPYWRITER &
CONTENT EDITOR

INFO AND CONTACTS

+39 3477852939
nohafavale@gmail.com
linkedin.com/in/nohafavalemancin
nohafavalemancin.journoportfolio.com
Legnano (MI), Italy
Driving licence, with own car

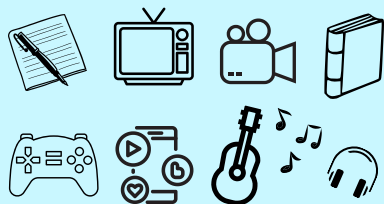
LANGUAGES

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

IT SKILLS



INTERESTS



In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

WORK EXPERIENCE

COPYWRITER

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

- Conceptualization and development of creative ideas and concepts, primarily (but not exclusively) focused on B2C.
- Development of communication strategies in collaboration with various agency stakeholders.
- Editorial planning and social copywriting.
- Creation of textual content for online and offline communication materials such as newsletters, flyers, catalogs, brochures, etc.

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

CONTENT EDITOR

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

- Press review and content selection in line with editorial guidelines.
- Writing SEO news and articles.
- Creation of articles and interactive content (tests and surveys) commissioned by clients (Max Factor, Natural Point, Coop Cosmecos).
- Distribution of content on Facebook.
- Drafting and sending newsletters and push notifications (CRM).
- Programs: Meta Business Suite, Batch, Cheetah, MailUp, KolumbusPro (CMS).

JUNIOR COPYWRITER

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

- Conceptualization and development of concepts and creative ideas, primarily (but not exclusively) focused on BTL and B2B.
- Naming, payoff.
- Creation of social media posts, including brainstorming for the editorial plan, body copy, and visual copy.
- Proofreading.
- Drafting articles in Italian and English for the agency's blog.

Some 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

OTHER ACTIVITIES

- I collaborate with the web-radio "NeverWas Radio" and NWFactory as speaker and author.
- I attended the writing course "Write as if everyone you know is dead" with Sebastiano Mauri at Belleville Writing School in Milan.
- I worked as a shop assistant for Dufrital at Milan Malpensa Airport and for the Jean Monique perfumery in Cassano Magnago (VA).