

CATERINA BIONDI

COPYWRITER

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SUMMARY

Creative writer and digital content creator with a 1st Class Master's in Management of Innovation from Goldsmiths College. My extensive practical and theoretical experience in communication and marketing with over 5 years in the field has equipped me with skills such as copywriting, publicity, branding and an in-depth understanding of current social and cultural trends. Working as an awards processor for the Cannes Lions International Festival of Creativity provided me with experience in working in the hectic environment of a world-renowned award festival, checking the entries and managing the jury room on-site.

PROFESSIONAL EXPERIENCE

JANUARY 2023 –

Music Marketing and PR Freelance (UK)

Starting from a questionnaire, I tailor my services from consulting to full promotional content creation, planning and execution.

- Analyse the market for new promotional strategies
- Collaborate with the artist to develop the brand persona and the project's storytelling
- Plan and execute pre-save and launch campaigns
- Ideate and create branded promotional assets
- Create PR assets (press release and EPK)
- Plan and execute journalists' outreach
- Social media audit and planning

MARCH 2022 –

Copywriter, Stickyeyes, Remote (UK)

- Write clear, attractive copy for Italian and English websites to promote different brands (e.g. Hertz) related to technology and marketing
- Analyse copywriting briefs to understand project requirements
- Use SEO principles to maximise copy's reach
- Source images and other content

DECEMBER 2021 –

Co-founder and Marketing Coordinator, RatPark Magazine, Florence, IT

- Manage and edit the content for the Society & Politics section
- Curate the food column *Cultural Frittata*
- Write articles focused on food, feminism, music and culture
- Develop the mission and vision of the magazine
- Coordinate communication and marketing plan
- Create content (copy and graphics) for social media

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- Set up paid social campaigns
 - Create assets (copy and graphics) for offline communication (posters and flyers)
 - Create monthly reports with marketing trends and insights
 - Community management
 - Plan publicity strategies and campaigns
 - Write and share press releases
 - Led in promotion, speak publicly and conduct interviews, press conferences and live events

NOVEMBER 2022 – SEPTEMBER 2023

Marketing & PR Intern, Les Mirabilia, Remote (UK)

- Coordinated XPULENT magazine
- Developed ideas and scouted writers
- Wrote music and culture interviews and profiles
- Proofread press releases and website and products copy

APRIL 2022 – JUNE 2022

Awards Specialist, Cannes Lions, London, UK

- Managed and reviewed the entries for the festival
- Worked in coordination with different teams in each stage of the entries' reviewing process
- Helped clients with queries about entries and the festival through an Internal Control Management Software
- Managed the Jury Room for the Entertainment and Sustainable Development Goals Awards onsite
- Coordinated jury guests (agencies and brands) in all the activities related to the judging schedule

JANUARY 2021 – JUNE 2021

Marketing Intern, Estorick Collection of Modern Italian Art, London, UK

- Created PPC and affiliate marketing strategies across various channels (online and offline)
- Worked on CMS to curate the museum website content
- Customer service for museum guests and VIP members: answering questions, booking tickets, giving information and increasing awareness
- Community management (Facebook, Twitter, IG, newsletter)
- Social media content creation and scheduling of the content calendar (paid and organic)
- Conducted effective market research and reports from analytics and insights

SKILLS

- Storytelling and creative writing
- Project Management
- Websites/Blog CMS
- Strong computer skills including G Suite and MS Office (Word, Excel & Outlook)
- Mailchimp
- Social Media Marketing (Instagram, Facebook, Twitter, TikTok, LinkedIn)
- Team Management tools (Slack, Trello, Miro, Asana)

LANGUAGES

- Italian (native speaker)
- English (fluent)
- French (good reading comprehension, writing and listening)

EDUCATION

2021

Goldsmiths College - University of London, UK

MSc Management of Innovation, 1st Class

Includes: Digital Marketing, Psychology of Advertising, Project Management, Design Thinking

2020

Alma Mater Studiorum - University of Bologna, Italy

BA Communication Science, 1st Class

Includes: Project Management for Cultural Events, Semiotics, Semiotics & Storytelling and Semiotics of Advertising modules and the Cognitive and Discursive Psychology modules (usability, UX and assertive communication skills)

COURSES

APRIL 2022

Multimedia Storytelling, University of the Arts

APRIL 2022

Ways into Creative Writing, City Lit

PROJECTS

2023

Writer's Pen by BADU

I was one of the fifteen writers selected for the workshop Writer's Pen by the association BADU (Hackney), which specialises in mentorship and guidance for any age and level. The workshop was an occasion for meeting writers from different ages, backgrounds and writing genres and working on my craft with the help and guidance of our mentors Nana Antiedu and Glory Ebengo and facilitators such as the writer L. Leigh and the tastemaker Hena J. Bryan. Each writer's work will be published in an anthology at the end of the workshop.

2021

Virtual Influencers - Possible Consequences from a Feminist Perspective

Research project about the evolution of body and identity in online interactions from a feminist perspective, with a new understanding of the evolution and connection of games and social media.

2021

Anything World - Social Media Strategy

I gathered data and analysed Indie Developers' online habits to create a tailored marketing strategy. From the insights, I planned an integrated influencer marketing approach on YouTube, Discord and Twitch tailored to three Personas previously identified.

2020

Sustainable Communication: The Evolution of Tommy Hilfiger's Discourse of the Brand

Research Project about the evolution of Tommy Hilfiger's communication introducing the sustainability theme staying coherent with its tone of voice.

2015

Heart-Shaped Pie

Personal food blog and social media channel where I post my recipes and travel stories. I write and take pictures, changing style and register according to the different platforms (WordPress, Instagram, Facebook and TikTok)