

# CATERINA BIONDI

## CONTENT WRITER & COPYWRITER

London, UK | +44 7443408598 | biondicaterina@yahoo.com | www.linkedin.com/in/caterina-biondi | Portfolio:  
<https://caterinabiondi.journoportfolio.com/>

### SUMMARY

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**Creative writer** and **digital content creator** with over five years of experience in content **writing, editing, and marketing**. Holds a 1st Class MSc in Management of Innovation from Goldsmiths University, with a strong foundation in **digital marketing, project management, and design thinking**. Co-founder of RatPark Magazine, where I developed my skills in **team management, communication, and marketing strategy**. Experienced Freelance Copywriter at Stickyeyes, specialising in **SEO and brand promotion**. Adept at editing and proofreading with a keen eye for detail, recently enhanced through a course in **Grammar, Style, and Syntax** at CityLit. Proven ability to handle multiple projects simultaneously, work under tight deadlines, and provide constructive feedback, ensuring high-quality and engaging content.

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### PROFESSIONAL EXPERIENCE

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JANUARY 2023 – PRESENT

#### Music Marketing and PR Freelance (UK)

- Tailor promotional strategies and content creation from consultation to execution.
- Develop brand personas and storytelling for artists, enhancing project visibility.
- Plan and execute comprehensive launch campaigns, including social media outreach.

MARCH 2022 – PRESENT

#### Copywriter, Stickyeyes, Remote (UK)

- Write clear, attractive copy for Italian and English websites to promote different brands (e.g. Hertz, Virgin Media) related to technology and marketing.
- Analyse copywriting briefs to meet project requirements efficiently.
- Utilise SEO principles to maximize reach and engagement.
- Source relevant images and multimedia content.

DECEMBER 2021 – PRESENT

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

- Coordinate writers for the Society & Politics section.
- Curate the food column Cultural Frittata.
- Write articles on music, food, feminism, art, and culture.
- Develop the magazine's mission and vision, and coordinate the communication and marketing plan.
- Manage social media publication phases, including paid social campaigns.
- Create assets for both online and offline communication.
- Plan and execute publicity strategies and campaigns.
- Conduct interviews, press conferences, and live events.

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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 product copy.
- Communications with internal and external stakeholders.

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 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).
- Assisting with reporting to internal and external stakeholders.
- Social media content creation and scheduling of the content calendar (paid and organic).
- Conducted effective market research and reports from analytics and insights.

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**SKILLS**

- Storytelling and creative writing
- Exceptional editing and proofreading skills
- Advanced SEO knowledge
- Strong project management and organisational abilities
- Proficient in content management systems (CMS)
- Strong computer skills including G Suite and MS Office (Word, Excel & Outlook)
- Mailchimp
- Experience with social media marketing and strategy (Instagram, Facebook, Twitter, TikTok, LinkedIn)
- Familiarity with team management tools (Slack, Trello, Miro, Asana)

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**LANGUAGES**

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

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**EDUCATION**

2021

**Goldsmiths College - University of London, UK**

MSc Management of Innovation, 1st Class

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

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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)

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## **COURSES**

JULY 2024

**Craft focus: grammar, syntax, and style for creative writers**, City Lit

AUGUST 2023

**Multimedia Storytelling**, University of the Arts

APRIL 2022

**Ways into Creative Writing**, City Lit

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## **PROJECTS**

2023

### **WordTonic Member**

I am a member of the first GEN-Z copywriting community! As a member of Word Tonic, I participate in copywriting masterclasses and Q&A with copywriters from creative agencies and brands such as Starface, LEGO, Spotify, The Body Shop, and Innocent Drinks. I am also part of the creative writing anthology 'Tips, Please!'

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)