



*Giulia  
Parise*

**CREATIVE COPY  
WRITER  
TRANSLATOR (DE)  
COMMUNITY  
MANAGER**

## CONTACT

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Spain

## EDUCATION

**Bachelor in "Literature, Culture and Media with Economics"**

Universität Siegen | 2011 - 2014

**Semester abroad: Faculty of Translation and Interpretation**

Pompeu Fabra Barcelona | 2013

## OTHER PERSONAL INFORMATION

### About

Hometown - Siegen (Germany) | Date of birth 13/08/1991

### Sport Qualifications

- Certified Mat Pilates Instructor
- SUP Pilates Instructor
- SUP Instructor Level 1

## FREELANCE - CURRENT

### For Signaturit

Content & Social Media Manager DE | August 2019 - current

- Helping to explore the German market and find out how the company can launch there with their product
- Planning and executing a live Webinar with an influencer in one of the niches to explore in order to find out more about potential customers reaction towards the product
- Launch and maintaining the company's blog and LinkedIn as well as Twitter account for the German market
- Proofreading existing content and copywriting for new marketing materials

### For Mavens of London

Copy Writer | May 2019 - current

- Writing blog articles in German including keywords and backlinks adapting tone and voice to the style used in the blog where the article is supposed to be published

### For Grey

Community Manager | February 2019 - current

- Content creation for FB Germany for one of their clients in the tourism sector
- Monitoring of the FB Germany channel for one of their clients in the tourism sector
- Creating monthly reports to reflect the performance of the content and be able to adapt future planning

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## EXPERIENCE

### For IMA Magnets

Translator & Proof-reader | March 2019 - current

- Translation of blog posts from Spanish to German
- Proof-reading and correcting of their German homepage
- Writing articles for the company's blog in German

### For ABA English

Social Media Coordinator, Translator & Content Creator | July 2017 - current

- Creating, translating (ES/EN - DE) and updating blog articles
- Coordination the company's Facebook channels (ES, EN, IT, PT, FR, DE) according to the company's social media strategy
- Creating copies for the company's creativities on Instagram
- Growing followers through Facebook in the German market and increase engagement according the company's overall social media strategy

### For Planet Surfcamps

Online Marketing | April 2019 - August 2019

- Creating and coordinating a content calendar for Instagram Stories in order to improve the engagement
- Research and place the camps in different platform in order to increase the visibility and target more potential customers
- Reaching out to possible partners in order to create long-lasting collaborations that give the brand more visibility and
- Improving web site content

### For Digital Growth

Translator | January 2019 - March 2019

- Translation of blog posts from Spanish to German

### For MisterFly

Translator & Content Creator | October 2018 - February 2019

- Translation of web offers for travel packages
- Writing of destination descriptions

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## EXPERIENCE

### Camaloon | Barcelona

Copywriter | October 2017 - March 2019

- Redefining the tone of the texts that represent the company in the German market after changing from being a B2C focused E-commerce to a B2B focused E-commerce. Includes re-writing texts for the website such as product descriptions, catalogues and functional copies
- Together with the communication team creating a new style of company communications. Thinking of concepts and writing the copies for promotional, informational, inspirational newsletter and homepage banners in German as well as Spanish (proposals). Improved average OR from 16 % up to 28 % and CTR from 3,5 % up to 6%. 3x more sales trough NWL than the year before.
- Writing SEO content/Landing Pages in DE following the guidelines and strategy from the Acquisition team of the company
- Organising translations and implementing content in 7 different languages
- Training of new team members

### Degustabox | Barcelona

Affiliate Marketing Specialist | July 2017 - October 2017

- Growing and optimising existing affiliate relationships in the following markets: DE, ES, FR and IT
- Managing new affiliate partnerships, from commercial negotiations to technical integration, which included the following tasks:
- Developing and monitoring affiliate promotions, ensuring best site placement and maximum exposure for maximum return
- Keeping affiliates up-to-date with new promotions and any program enhancements via phone, email, newsletters
- Structuring and creating monthly Affiliate newsletter in order to motivate partners to perform better and create new collaborations
- Analysing the daily / weekly / monthly sales reporting, in order to optimize campaigns and reach traffic, sales and ROI targets
- Work closely with the creative department to request and campaign materials

### ABA English | Barcelona

User Acquisition Specialist, Content Writer & Translator | January 2016 - July 2017

- Creating new partnerships with agencies or direct collaborations with bloggers and working on maintaining and optimizing current ones
- Creating content such as writing articles (in English/Spanish/German) for blogs, set up social media posts, creating content for newsletter or banners
- Optimising Mailing/Display/Mobile Campaigns and direct collaborations according to KPIs and in order to reach global company goals
- Adapting and creating new campaigns in line with the global marketing strategy
- Translating Newsletters and other content from Spanish or English to German
- Writing content for the Marketing Blog and analyze its performance through social media ads, or content marketing platforms, according to the Global Marketing Strategy's KPIs
- In charge of the social media coordination and content creation (German market)
- Project: planned and executed the company's first influencer campaign (Youtube) in order to test if it could be a channel that fits within the Marketing strategy

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## EXPERIENCE

### ABA English | Barcelona

Student Assistant, Content Writer, Translator (DE) & Marketing Assistant | February 2015 - January 2016

- Reply to and resolve student inquiries in Spanish, Italian, English and German
- Research on how to improve usage of working tools within the team (Zendesk)
- Translate newsletters, web and mobile content from Spanish or English to German
- Training new team members
- Project: Creating content for the Help Center version 0.1, content based in order to start creating a Knowledge base. This included the following tasks: Writing content, articles that provide information about the course and payment topics, about how to use it and technical support. Organizing translations in various languages. Technical research on how to optimize the Help Center.
- Report to the Publisher Manager since January 2016
- Research tasks: Looking for new partners such as agencies or direct collaborations with bloggers
- Creating content such as articles for blogs or set up social media posts
- Setting up E-mailing campaigns

## EXPERIENCE - INTERNSHIPS

### Inter-Schools Cursos de Idioma en el extranjero | Barcelona

Administration Intern | August 2014 - October 2014

### Teach Communications | Melbourne

Public Relations & Marketing Communications Intern | September 2012 - October 2012

## PROFESSIONAL SKILLS

### Languages

- German
- Spanish
- English
- Italian

### Others

- Content/Copy Writing
- Translations (DE)
- Online Marketing
- Social Media Marketing
- Microsoft Office
- Wordpress
- CMS
- Phraseapp
- Business Facebook
- Hubspot
- Photoshop (Basics)
- Tracking Tools (Adjust, Intranet)
- Organised and ability to work with deadlines