



# Giulia Miglietta

COPYWRITER & WEB EDITOR

giuliamiglietta777@gmail.com

351 584 6947

Milano

23 May, 1989

www.giuliamiglietta.it/

linkedin.com/in/giulia-miglietta

Extremely motivated to constantly develop my skills and grow professionally. I work as English Copywriter for Luxottica creative hub. Also, I freelance for several magazines and web agencies.

## WORK EXPERIENCE

### Freelance Copywriter (English & Italian)

Various

11/2016 – Present

#### Tasks

- Bringing brands story to life by crafting compelling copy (websites, email marketing, social media advertising, video scripts, landing pages, product descriptions and internal documents)
- Developing concepts and executing ideas for adv campaigns
- Working as content editor for several magazines (Ninja Marketing, Al Femminile, MySecretCase, Nextre etc.)

### Copywriter (English)

Luxottica

11/2019 – Present

Milan, Italy

Eyewear manufacturing and distribution company

#### Tasks

- Writing copy in different brand voices for a wide range of executions (website, email marketing, landing pages, product descriptions and corporate documents)
- Developing social media strategy and adv concepts
- Collaborating across multiple teams (Marketing, Sales) to ensure all content reflects brand tov, goals, and values

### Copywriter and marketing specialist (English and Italian)

Ipsos

11/2017 – 10/2019

Milan, Italy

Market Research

#### Achievements

- Generated story ideas for commercially focused SEO copywriting (English & Italian)
- Social and web advertising
- Communication strategy (website, social media, newsletter, corporate presentations, events)

### Copywriter and Web Editor (English)

Duolingo

04/2013 – 02/2015

London, UK

International Consulting and Services

#### Tasks

- Communication strategy (website, social media, newsletter, corporate presentations)
- Created contents for social and digital channels,
- Developed brand content guidelines

## SKILLS

Copywriting Advertising Fluent English

Brand Storytelling Content Strategy

Communication Strategy

B2B & B2C Marketing Strategy SEO

Social Media Planning SEM Project Management

Data Analysis

## TOOLS & TECHNOLOGIES

Wordpress and other CMS Google Analytics

Powerpoint Adobe Photoshop Google Ads

Google Merchant Center CRM Canva

Campaign Manager (LinkedIn, Facebook, Instagram etc.)

Mailchimp

## LANGUAGES

Italian ● ● ● ● ●

English ● ● ● ● ●

Spanish ● ● ○ ○ ○

French ● ● ○ ○ ○

## EDUCATION

Master in Digital Communication and Social Media Strategy (01/2018 – 01/2019)

Etass, Monza

Laurea Magistrale in Comunicazione (09/2008 – 03/2015)

Università degli Studi di Urbino

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