





LAVINIA PISANI

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ABOUT ME

English/Italian Content & Social Media Manager with 5 years working experience in San Francisco, Los Angeles, New York, Venice and Milan. Passionate about travel, lifestyle and fashion, I deliver quality copy cross-media to engage with customers and people. Goal-oriented and driven, I have an affinity for growing projects from conception to fruition. Never averse to challenge and obstacles, I am a born problem solver with a strong aptitude for achieving measurable results.



WORK EXPERIENCE

MARKETING CONTENT EDITOR

Tod's S.p.a., *November 2020 - Present*

- Editing content for digital, marketing and retail communications
- Creating bilingual copies in EN/ IT for multiple channels
- Coordinating translations into 6 languages
- Managing translations budget
- Brainstorming overall mktg strategy

SOCIAL MEDIA MANAGER

The Big Now, *June - September 2020*

- Managed Fendi's social media accounts
- Created editorial plans with diverse content for each channel
- Delivered weekly/monthly and special project reports
- Community management

DIGITAL CONTENT MANAGER

LUXOS Magazine, *November 2017 - October 2019*

- Created and coordinated worldwide content for LUXOS.com
- Defined content strategy for social media and digital platform
- Coordinated a diverse team of writers, designers and interns
- Managed social media accounts (Instagram/ Facebook)

SOCIAL MEDIA & CONTENT SPECIALIST

Industries Sportswear Company, *July 2016 - October 2017*

- Planned, developed, and led complex mktg projects to increase brand awareness & loyalty
- Wrote for digital channels and marketing communications
- Brainstormed and executed social media official accounts
- Collaborated with digital agency for sponsored ads

CONTENT SPECIALIST

Freelance, *August 2014 - Present*

- Delivered SEO-friendly articles to Skyscanner, The New York Times, Time Out, Lonely Planet & more
- Created and translated content for a variety of Google projects
- Interviewed Chefs, Entrepreneurs, Actors, Scientists and more
- Shot and edited images for clients



EDUCATION

Master Social Media Communication

IL SOLE 24 ORE BUSINESS SCHOOL, Milan, 2016

Journalism/Photojournalism Certificate

CITY COLLEGE OF SAN FRANCISCO, USA, 2012-2013

B.A. Languages and Literature

UNIVERSITY OF MILAN, Italy, 2008-2011

Exchange Student

UNIVERSITY OF KONSTANZ, Germany, 2009-2010



LANGUAGES

Italian - C2	●	●	●	●	●
English - C2	●	●	●	●	●
German - B2	●	●	●	●	○
Spanish - B1	●	●	●	○	○



TECHNICAL SKILLS

Content Management System	●	●	●	●	○
Social Media Management Platforms	●	●	●	●	○
Google Analytics	●	●	●	○	○
Adobe (Photoshop, Illustrator)	●	●	●	○	○
Microsoft Office	●	●	●	●	●
Data Journalism	●	●	●	○	○
Photography	●	●	●	●	●
SEO	●	●	●	○	○
Digital marketing	●	●	●	●	●



PERSONAL SKILLS

Determined	●	●	●	●	○
Enthusiastic	●	●	●	●	●
Well-organized	●	●	●	●	○
Driven	●	●	●	●	●
Problem solver	●	●	●	●	○
Flexible	●	●	●	●	●
Reliable	●	●	●	●	●
Team Player	●	●	●	○	○
Strategic Thinker	●	●	●	●	○
Creative	●	●	●	●	●



WORKSHOPS ATTENDED

Google ADS

MILANO, 2019

Graphic Design Masterclass

ONLINE, 2018

International Journalism Festival

PERUGIA, 2016

The New York Times Travel Show

NEW YORK, 2016

Business Planning for Accelerated Growth

SAN FRANCISCO, 2015

Travel Writers & Photographers Conference

SAN FRANCISCO, 2013

Journalism State Conference

SACRAMENTO, 2013



HOBBIES AND ACTIVITIES

