

LAVINIA PISANI

SOCIAL MEDIA & CONTENT MANAGER

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ABOUT ME

Bilingual Content Creator and Social Media Manager with journalism background. Looking for next career opportunity in the fashion, or editorial, industry to grow and reach company's as well as personal goals. After 4-years working in the U.S. and my latest company's experience, I am used to work in a fast-paced environment and keep up-to-date with the latest trends both online and offline.



WORK EXPERIENCE

SOCIAL MEDIA & CONTENT MANAGER

Industries Sportswear Company Srl

July 2016 - Present - Venice, Italy

- Content creation official documents English/Italian
- Planned, developed, and led complex projects from inception through completion generating new revenue opportunities
- Social Media editorial calendar
- Content posting Facebook/Instagram (Marina Yachting, Henry Cotton's, MCS)
- Community engagement
- DEM content marketing
- Targeting activities
- Lead Press relationship to ensure brands consistency in image
- Conducted project researches on consumer preference

CONTENT CREATOR

The New York Times, Lonely Planet, Gioa, L'Italo Americano

January 2014 - Present - Remote

- Pitched, delivered editorial content for national/international publications
- Collaborated with executive team to define content vision
- Executed editorial plan following tight deadlines
- Proofread and copy- edited
- Scheduled and personally interviewed subjects
- Shot editorial, product and event images
- Post-produced with Lightroom & Photoshop

BROADCAST CONTENT CREATOR

Peter Greenberg Worldwide

January 2014 - July 2014 - Los Angeles, CA

- Sourced and delivered content for "CBS This Morning" segments
- Brainstormed, prioritized and presented season calendar for radio show "The Travel Detective"
- Wrote travel articles to increase brand blog content
- Scoped radio show guest speakers and recording locations
- Administered brand blog on WordPress
- Fact-checked web content, books, and video documentaries
- Worked with a team of editors to deliver daily content



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	●	●	●	●	●
Social Media	●	●	●	●	○
Journalism	●	●	●	●	●
Digital photography	●	●	●	●	○
Adobe CC: Lightroom, Photoshop	●	●	●	○	○
Microsoft Office	●	●	●	○	○
Media Relations	●	●	●	●	○
Assembling data	●	●	●	●	●



PERSONAL SKILLS

Determined	●	●	●	●	○
Out-of-the-box-thinker	●	●	●	●	●
Well-organized	●	●	●	●	○
Passionate	●	●	●	●	●
Problem solver	●	●	●	●	○
Flexible	●	●	●	●	●
Reliable	●	●	●	●	●
Team Player	●	●	●	●	○
Strategic Thinker	●	●	●	●	○
Creative	●	●	●	○	○



CONFERENCES/WORKSHOPS

International Journalism Festival

PERUGIA, 2016

The New York Times Travel Show

NEW YORK, 2016

Writers & Photographers Travel Conference

SAN FRANCISCO, 2012, 2013

Journalism State Conference

SACRAMENTO, 2013

Business Planning for Accelerated Growth

SAN FRANCISCO, 2015

Mastering Negotiations

SAN FRANCISCO, 2015

How to find Great Story Ideas with Corey G. Johnson

SACRAMENTO, 2013



HOBBIES AND ACTIVITIES



Photography



Travelling



Reading



Art



Yoga



Fashion