





LAVINIA PISANI

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ABOUT ME

English/Italian Content Creator with 4 years working experience in the U.S. and Italy. 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

CITY GUIDE WRITER

LUXOS / handy

November 2017 - August 2018 - Milan, Italy

- create engaging content across the travel & lifestyle genres
- plan and strategize for content creation
- monitor content engagement rates and analytics
- proofread and edit copy and content
- maintain regular liaisons with teams across HK and London
- work to fixed schedules, deadlines and KPI's
- work with external agencies for translations and content
- manage ad hoc development and technical tasks
- work to consistently improve quality/ standard of content through feedback and team meetings

FREELANCE CONTENT CREATOR

The New York Times, Lonely Planet, Google & more

January 2014 - Present - Remote

- pitch and deliver engaging copies both for print and digital
- communicate regularly with executive editors to define content vision and goals
- proofread and edit
- translate from English to Italian following specific formats
- brainstormed, prioritized and presented seasonal editorial calendars for newspaper, web, radio and TV
- administered online CMS such as WordPress

SOCIAL MEDIA & CONTENT CREATOR

Industries Sportswear Company s.r.l.

July 2016 - October 2017 - Venice, Italy

- managed social media editorial calendars for 3 apparel brands
- built and executed social media strategy through competitive and audience research
- set up and optimized specific targeting activities
- generated, edited and published written & visual content to encourage action
- collaborated with cross-functional team to reach company's objectives
- wrote press releases, web content, e-mail marketing and technical product presentations



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 marketing	●	●	●	●	●
Social media tools	●	●	●	●	○
Community management	●	●	●	●	○
Digital photography	●	●	●	●	●
Photo editing	●	●	●	●	○
SEO principles	●	●	●	○	○
CMS	●	●	●	●	○
Microsoft Office	●	●	●	●	●
Data research	●	●	●	●	●
Editorial judgement	●	●	●	●	○



PERSONAL SKILLS

Determined	●	●	●	●	○
Enthusiastic	●	●	●	●	●
Well-organized	●	●	●	●	○
Driven	●	●	●	●	●
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, 2015



HOBBIES AND ACTIVITIES



Photography



Travelling



Reading



Beauty



Yoga



Fashion