





# LAVINIA PISANI

## BILINGUAL CONTENT CREATOR

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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. My goal is to enhance professional and personal skills in a dynamic, inspiring and stable workplace.



### WORK EXPERIENCE

#### CITY GUIDE WRITER LUXOS / handy

November 2017 - Present - Milan, Italy

- write clear, engaging and original travel & lifestyle content
- proofread copy for spelling and grammar mistakes
- set content quality and standards
- edit external writers' content
- keep up to date with latest trends
- upload onto the CMS

#### FREELANCE CONTENT CREATOR & TRANSLATOR

The New York Times, Lonely Planet, Google & more

January 2014 - Present - Remote

- pitch and deliver clean and engaging copy both for print and online media
- communicate regularly with executive editors to define content vision and goals
- proofread and edit
- translate from English to Italian following specific formats and requirements
- 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



Art



Yoga



Fashion