

LAVINIA PISANI

CONTENT CREATOR/SOCIAL MEDIA EXPERT

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laviniapisani



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ABOUT ME

Bilingual Content Creator with 3 years editorial experience in the U.S. Starting from a traditional journalism background, I have nurtured Social Media management skills. Always looking for new trend and challenges, I am looking for next career opportunity as Content Creator, Social Media Manager.



WORK EXPERIENCE

GC7 5@A 98 5'GD97 5@GH- 9a Yf[gei Y' HU]U'; fci d'

July 2016 - Present

Venice, Italy

- Created bilingual content for Facebook, Instagram and Twitter
- Scheduled and boosted daily SM posts using technical software
- Ideated and executed visual projects
- Co-administered editorial plan
- Analyzed and monitored brand performances, as well as competitor's
- Community engagement
- Wrote and translated brand's copies (Italian/English)
- Copyedited

CONTENT CREATOR – Freelance

January 2014 - Present, Remote

- Pitched, delivered editorial written and visual articles for international/national publications, such as nytimes.com, L'Italo-Americano, Gioia, Resource Travel, La Rivista della Natura
- Collaborated with executive team to define content vision
- Executed editorial plan following tight deadlines
- Proofread and copyedited
- 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

- Sourced and delivered content for "CBS This Morning" segments
- Brainstormed, prioritized and presented season calendar for radio show "The Travel Detective"
- Increased brand blog content by writing travel articles
- 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, 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 - C1	●	●	●	●	○
German - B2	●	●	●	○	○
Spanish - B1	●	●	○	○	○



TECHNICAL SKILLS

Content Management	●	●	●	●	●
Social Media	●	●	●	●	○
Engagement	●	●	●	○	○
Digital photography	●	●	○	○	○
Adobe CC: Lightroom, Photoshop	●	●	●	○	○
Microsoft Office	●	●	●	○	○
WordPress	●	●	●	○	○
Assembling data	●	●	●	○	○



PERSONAL SKILLS

Determined	●	●	●	●	○
Out-of-the-box-thinker	●	●	●	○	○
Well-organizaed	●	●	●	○	○
Passionate	●	●	●	●	●
Problem solver	●	●	●	○	○
Flexible	●	●	●	●	●
Go-getter	●	●	●	○	○



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

The Photojournalism Survival Kit with Ron Haviv

NEW YORK, 2016

How to find Great Story Ideas with Corey G. Johnson

SACRAMENTO, 2013



HOBBIES AND ACTIVITIES



Photography



Travelling



Reading



Art



Yoga



Fashion