





# LAVINIA PISANI

## CONTENT CREATOR/SOCIAL MEDIA EXPERT

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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

#### SOCIAL MEDIA SPECIALIST – Emerisque Italia Group

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