

# ELENA CHIARADIA

## Creative Copywriter

### CONTACT

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### SKILLS

Languages:  
Italian  
English  
Spanish

Adobe Creative Suite:  
Premiere Pro  
InDesign  
Photoshop

### AWARDS

[1x Shortlist](#) – Young Shits  
Awards, August 2020

[1x Finalist](#) – Golden  
Award of Montreux 2019,  
category Talent

### VOLUNTEERING

Rotaract Club Pordenone  
(Pordenone, IT)  
12/2012 - 11/2019

Radio Television Ichilo /  
Centro Misionero  
Parroquia San Carlos  
(Yapacani, BO)  
03/2017 - 04/2017

Thika Children Resue Center  
/ Cesvi NGO  
(Thika, KE)  
03/2015

### PROFESSIONAL EXPERIENCE

#### Freelance Copywriter Remote | 02/2019 - Present

I've been working on video scripts, infographics, radio scripts, email marketing, social media, branding, UX writing, blogs for clients from several industries, including video marketing, mechanical engineering, interior design, education, gourmet food, technology, tailoring, real estate.

#### Creative Copywriter 360i New York (New York City, USA) | 09/2019 - 12/2019

During this internship I had the chance to concept and produce some ideas within the campaign "[The Last Marathon](#)" by United Airlines. Other clients I worked on are Truly, Visit New Orleans, Mini Cooper, Apple.

#### Creative Copywriter Geometry Ogilvy Japan (Tokyo, JP) | 07/2019 - 09/2019

As part of a team of creative interns, I did conceptual work for client briefs such as Coca Cola, Japan Airlines, Delta, Greenpeace, American Express. Some of my ideas for Delta were selected and helped win the pitch.

#### Creative Copywriter Ogilvy Vietnam (Ho Chi Minh City, VN) | 04/2019 - 06/2019

This internship was characterized by my active participation in the concepting and execution of a global campaign for [Fanta](#)'s new product launch.

#### Content Specialist AKQA (Milan, IT) | 06/2017 - 12/2017

In this internship I learned to concept and develop content marketing and social media actions, while writing and publishing original content for brands such as: Henkel, Purina, Pirelli, Police, Asko, Il Viaggiator Goloso.

#### Content Editor Amazon Publishing (Milan, IT) | 08/2016 - 02/2017

In these six months at Amazon I independently selected and evaluated two new authors that eventually got acquired by the publishing house. I also got to manage the production process autonomously for a month during my manager's honeymoon.

### EDUCATION

#### Copywriting - Portfolio Program

Miami Ad School Europe (Hamburg, DE) | 04/2018 - 03/2020

Coursework included: concepting, online and offline copywriting, radio and video script writing, Adobe CC basics.

#### Publishing: Design & Management - Master's Degree

University of Verona (Verona, IT) | 01/2016 - 04/2017

Coursework included: project management, concepting, marketing, graphic design, copywriting, copy editing, lettering and typography.

#### Italian Modern Literature - Bachelor's Degree

University of Udine (Udine, IT) | 09/2011 - 11/2014