

ELENA CHIARADIA

Creative Copywriter

CONTACT

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elenachiaradia.com

LANGUAGES

Italian
English
Spanish

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

Junior Copywriter Ogilvy GmbH (Frankfurt, DE) | 03/2020 - current

Concepting and producing ideas for Deutsche Bahn, Vita Energy, Rotkäppchen, Frankfurter Allgemeine, IQOS, Union Investment.

Copywriter Accenture Interactive (Milan, IT) | 12/2020 - 02/2021

As part of a team of writers, illustrators and videomakers, I've worked on the creation of video scripts for the internal education programs of Intesa Sanpaolo.

Creative Copywriter Intern 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 Intern Geometry Ogilvy Japan (Tokyo, JP) | 07/2019

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 Intern 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 Intern 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 Intern Amazon Publishing (Milan, IT) |

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