

# ELENA CHIARADIA

## Creative Copywriter

### CONTACT

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### LANGUAGES

Italian  
English  
Spanish  
German

### 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) | 03/2021 - current

Working on the development of creative concepts and copy for Deutsche Bahn, IQOS, Frankfurter Allgemeine, Union Investment, Xarvio, and many others.

#### Copywriter

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

I've worked on the creation of video scripts for the internal training programs of the banking group 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 ideas within the campaign "[The Last Marathon](#)" by United Airlines. Other clients were Truly, Visit New Orleans, Mini Cooper, Apple.

#### Creative Copywriter Intern

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 a 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 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) | 08/2016 - 02/2017

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

### EDUCATION

#### Copywriting - Portfolio Program

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

Coursework included: creative 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