

CHIARA BRESSA

COPYWRITER, DIGITAL SPECIALIST, SEO EDITOR, SOCIAL MEDIA MANAGER, WEB CONTENT CREATOR, BLOGGER.

EDUCATION

UNIVERSITY OF PAVIA

2013: BACHELOR'S DEGREE IN COMMUNICATION, INNOVATION AND MULTIMEDIA AT THE UNIVERSITY OF PAVIA.

SCORE: MAGNA CUM LAUDE

LANGUAGES

ITALIAN: NATIVE
ENGLISH: C2
GERMAN: A1
FRENCH: A2

CERTIFICATES

- KEYWORD SEARCH EXAM - SEMRUSH ACADEMY
- SEO FUNDAMENTALS EXAM - SEMRUSH ACADEMY
- TECHNICAL SEO EXAM - SEMRUSH ACADEMY
- ADVANCED GOOGLE ADS COURSE AT LONDON MARKETING ACADEMY
- GOOGLE ADS FUNDAMENTALS
- ADVANCED GOOGLE ANALYTICS
- GOOGLE ANALYTICS FOR BEGINNERS
- GOOGLE ADS CERTIFICATE

CONTACT



WORK EXPERIENCE

PRESENT

- **Digital Transformation Consultant** for Unioncamere and ICOutsourcing at the Chamber of Commerce in Monza
- **Founder, Editor in chief, Social Media Manager and Marketing Manager** for World Wide Webserie
- Freelance Editor. **Copywriter, SEO writer and Social Media Manager and Social Media Strategist**

October 2019 - June 2020: Digital Specialist for "Eccellenze in Digitale", project by Google and Unioncamere in Brescia

July 2018 - July 2020: Editor for ClioMakeUp. Main topics: Travels, moms, trends and entertainment

February - October 2018: **Google Digital Marketing Trainer**

January - December 2017: **Digital Marketing Trainer** assigned to the area North-East Lombardy and Trentino-Alto Adige for the one-year project "Eccellenze in Digitale" (Digital Excellence), promoted by Google

June - December 2016: **Digital Account, Project Manager, Social Media Manager, Content Creator** | Web Agency Laboratorio di Comunicazione. I followed several projects from artisan to food.

2015: Scholarship as Digital Specialist assigned at the Lecco Chamber of Commerce for "Made in Italy: Digital Excellence", promoted by Google

PUBLICATIONS AND PROJECTS

PUBLISH AUTHOR OF "Making web series - the new way of independent filming: theory and practice", 2015 Audino Editore

FOUNDER AND EDITOR IN CHIEF OF WORLD WIDE WEBSERIE, blog based on my Bachelor's thesis, titled "If Walt Disney were alive, would he produce web-series? Analysis of the web serial phenomenon as a tool of convergence, remediation and trasmediality, in entertainment and branded entertainment".

SOFT SKILLS

- Problem solving abilities
- Strong analytical abilities
- Attention to details
- Strong verbal and written communication skills
- Excellent team player with leadership attitude
- Excellent in listening
- Collaborative with attitude to find the best way for anyone
- Creative and open minded
- Good sense of humour
- Self-motivation and optimistic: anything is solvable!
- Good in stress management
- Friendly and good in conflict management

HARD SKILLS

- **SEO SKILLS**
Excellent SEO writing skills. Excellent knowledge of SEO Audit Tools like Screaming Frog. Excellent knowledge of Semrush and SeoZoom.
- **SOCIAL MEDIA MANAGING**
Excellent knowledge of Facebook, Instagram, LinkedIn and Twitter as web marketing, engagement and storytelling tools. Excellent knowledge of the YouTube video-sharing platform as a tool for engaging audience/customer and brand storytelling. Excellent knowledge of social media managing platforms like HootSuite, Social Pilot and Post Pickr.
- **CMS AND CODING**
Excellent knowledge of the CMS Wordpress. Basic knowledge of HTML 5, CSS and Javascript.
- **DIRECT EMAIL MARKETING AND NEWSLETTER**
Excellent knowledge of MailChimp for direct email marketing actions and newsletters activities.
- **ADOBE SUITE AND GRAPHIC DESIGN SOFTWARES**
Good knowledge of Photoshop, Premiere e Illustrator. Basic in using Indesign. Excellent knowledge of the web software Canva and of the opensource software Gimp
- **DATA ANALYSIS SKILLS**
Good knowledge of Google Analytics, Google Trends and Google Search Console. Good knowledge of the Heatmap Hotjar system.
- **SEM AND SOCIAL MEDIA MARKETING**
Good knowledge of Google Ads and excellent knowledge of the Google Keywords Planner. Excellent in creating and monitoring Facebook and Instagram Ads.