

# Vittoria Zerbini

## Work History

### Fashion Copywriter

*Lola Tara, high fashion brand, 04/2022 – current*

- Created a new Instagram aesthetic and strategy to modernise the brand identity and social media positioning based on studies and statistics
- Planned a yearly editorial plan for Instagram posts, stories and reels
- Created and published posts and stories on Instagram five days a week
- Conceived the concept and directed a photoshoot of the last collection for social media content
- Organised, got in touch and booked modelling agencies and photographers for photoshoot of upcoming collections in Italy
- Created a new communication and task tracking system for the office to increase efficiency
- Planned a yearly editorial plan for the newsletter
- Wrote bi-weekly newsletter to promote the brand and drive-up sales
- Researched and started the process of creating new website on Shopify
- Collaborated in a team to design the new website's layout
- Named new collections' designs and gave backstories for marketing purposes

### Magazine Contributor


*Grazia Italia, 10/2020 – present*


- Pitching 6+ article ideas each month and getting assigned articles
- Writing features, news and commercial pieces. 20+ so far
- Interviewing people for reliable quotes
- Selecting items of clothing and styling them to include them in the articles
- Selecting photos to include in the articles

### Social Media Manager & Junior Digital PR

*Xplace, Digital agency, 02/2021 – 09/2021*

- Contacted and maintained professional relationships with more than 20 influencers for collaborations
- Moderated 10 social media accounts for international clients
- Content writing for websites' launches
- Translated texts from Italian to English for websites, social media and internal documents

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 London

## Blog

[vittoriazerbini.wixsite.com/emptypockets](http://vittoriazerbini.wixsite.com/emptypockets)

## Fashion Skills

- Fashion trends knowledge
- Fashion industry knowledge
- Strong sense of style
- Attention to detail
- Creative thinking
- Multitasking
- Teamwork
- Time management skills

## Journalistic Skills

- News and feature writing
- Descriptive and creative writing
- Interviewing
- Proofreading
- Research and fact-checking
- WordPress CMS

## Digital Skills

- Social media management
- Social media campaigns
- Adobe Creative Cloud
- Google Analytics and Trends
- Recording video and audio
- Basic photography
- SEO

## Languages

- **English:** Bilingual
- **Italian:** Native
- **Spanish:** B2

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### Magazine and News Journalist

*Herkind; NUE; Alt.Cardiff, MagLab's magazine, 09/2019 - 06/2020*

- Directed and styled 7 photoshoots
- Wrote features and profile pieces
- Developed interviewing, news writing skills
- Designed and created page layouts for the magazine
- Managed social media and website
- [issuu.com/cardiffmagazinejournalism/docs/herkind\\_issue\\_1](http://issuu.com/cardiffmagazinejournalism/docs/herkind_issue_1)
- [jomec.co.uk/altcardiff](http://jomec.co.uk/altcardiff)

### Magazine Journalist

*Quench, Cardiff University's magazine, 01/2017 - 05/2020*

- Wrote articles for the print and online publications of Quench
- Contributed in designing several issues of the magazine
- [cardiffstudentmedia.co.uk/quench](http://cardiffstudentmedia.co.uk/quench)

### Translator - Italian to English & English to Italian

*Freelance, 05/2018 - 09/2018*

- Translated academic articles written by Dr. Riccardi Francesco, psychologist from Italian to English
- Translated poems and rap songs for *L'Angolo della Poesia* festival from English to Italian

### Digital marketing intern

*Dna srl, online entertainment and media, 06/2017 - 09/2017*

- Wrote and edited blog posts for the website
- Monitored and collected the website's trends data
- [coccolesonore.it](http://coccolesonore.it)

### Digital marketing intern

*Websolute SpA, web agency, 06/2013 - 09/2013*

- Successfully created marketing campaigns
- Created social media content and articles for client's websites

## Certifications

### TPI

*Workshop TPI | Spring Edition 2020:*

*Il Giornalismo Online (Online Journalism), 2020*

- *How to create a newspaper* - Giulio Gambino
- *How to prepare an interview* - Luca Telese
- *How to prepare an investigation* - Selvaggia Lucarelli
- *Basic SEO knowledge* - Anton Filippo Ferrari
- *How to read newspapers today: politics and journalism* - Stefano Mentana

## Academic Background

### Università di Bologna

*Informazione, Culture e*

*Organizzazione dei Media, 09/2021*

- Journalism Sociology and History
- Media Economy
- International History
- Intersectional Politics
- Media and Communication in Asia

### Cardiff University

*MA Magazine Journalism, 09/2019 - 03/2020*

- Graduated with a Merit
- PPA Accredited journalism qualification
- Media Law: libel, defamation, court reporting, online
- Data Journalism
- Public Administration
- Magazine writing and production
- Social media management

### Cardiff University

*BA Journalism, Media and English Literature, 09/2016 - 07/2019*

- Graduated with 2:1
- Fashion Futures: Technology, Innovation and Society
- Public Relations and the News Media
- The Cultural and Creative Industries
- Media, Money, Markets

## References

- **Jane Bentley**  
Course director at MA Magazine Journalism & Freelancer  
Cardiff University  
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- **Carlo Rossetti**  
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