# 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

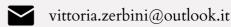
Grazia Italia, 10/2020 - present

- 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



+44 7943939341

**Q** London

#### Blog

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
- 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

# 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

#### 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

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 bentleyje@cardiff.ac.uk

Carlo Rossetti

CEO & founder of DNA srl

DNA srl

Rossetti@dnasrl.com