



Name	CATANIA ALESSANDRA
Address	VIA SAN PIETRO 31/B 47016 TONTOLA, PREDAPPIO, (FC)
Mob	cell.328-2618776
Vat/Identity number	03208000400/CTNLSN68E51H223I
E-mail	alessandracatania@alessandracatania.it
Nationality	Italian
Birth date	11/05/1968

WORK EXPERIENCE

Copywriter and Social Media Manager

Freelance activities for several customers (since 2000)

Copywriter and Social Media Manager

Management of Facebook and Instagram channels (strategy, visual and copy)

Website creation (design and copy)

Copywriter for on line technical contents: products data sheet for final user

Products storytelling

Ux writer

Nice Communication Agency

Creative copywriter

Press office

Account on agency clients Creative copywriter Press Office

Moruzzi Group Media Agency

Editor for NightTime and Horus magazines

Press office for some agency clients

Assistant to the Sales Management, design and editing of support tools (product presentations, company presentations, documents to be included in Direct Mailing projects, event planning, editorial planning)

PROFESSIONAL TRAINING

2020

Ux writing intensive training and workshop with **Officina Microtesti**
Rome

Copy social intensive training workshop with **Associazione Italiana Copywriters**

2019

Web writing for Web Series

Ecipar Training Center

The writing model (The Hero's Journey), elements of writing a series subject (how the subject is written, how the episodes are written, the characters, the structure, the narrative elements). Production and Financing (the financial plan, the definition of the budget, the reference legislation, the financing channels) Pre-production, executive production, post-production, Promotion, diffusion, marketing, sales.

2001-2002

Almaweb Graduate School of Technology, Management,
Communication dell'Università di Bologna

Master II livello in Communication and Information Technology

Written communication, multimedia communication, usability and accessibility, sociology of new media, multimedia design, web programming, information technology

1987-1996

University Degree in Political Sciences, Florence

1987

Languages High School Degree

PROFESSIONAL SKILLS

Professional writing can be beautiful.

But it is even more so if it is based on strategic thinking that enhances it and makes it an active communication tool: for the company, for the brand, for the product.

It needs to find those who take it with them, listen to it and recognize themselves in the words they use.

And it happens every time we read an advertising page, a slogan, a sponsored adv on Fb.

We recognize ourselves in the message and decide, with a click.

I can help you for.

- have coherent and coordinated communication on your channels. Always clear and unique.
- define your tone of voice: in language and images. Your company is a person: it speaks only one way.
- write your texts with the right words for those who will have to read them: social networks, blogs, brochures, presentations, catalogs. Texts are points of contact with your customers. Speak in their words.
- give your story a new look, rewriting, thinning, clarifying what is not: editing and ghostwriting
- give your content a voice by designing and producing your Podcast.

ORGANIZATION SKILLS

I carry out work team coordination activities for client company projects, taking care of the selection of suppliers and all supply chain activities. Realized projects: fairs, video projects (direction and editing), corporate events (parties, meetings, presentations).

SPECIAL PROJECTS

21 grammy Destination Blog. A blog dedicated to storytell the region I Live, Emilia Romagna. Food, art, story and experiences I live throughout this wonderful area of Italy. www.21grammy.com

Romagna with my eyes. Podcast. Emilia Romagna storytelling through my tales and special guests in every show, written, recorded and produced by me

<https://open.spotify.com/show/3xdp6Yuy2bluflAqBnQlf9?si=2c950c7100024778>

Autorizzo il trattamento dei dati personali secondo la legge 675/96 sulla privacy

Alessandra Cotalè