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## WORK EXPERIENCE

**“Vincent Van Duysen Architects”** Berlin, Germany / Antwerp, Belgium  
Press, Content & Communication Officer (May 2020-present / remote with partial travel)

**“Carl Hansen & Søn”** Berlin, Germany / Copenhagen, Denmark  
Senior Freelance Editor (July 2019-present / remote with partial travel)  
Write English content and copy for all channels (on- / offline). Implement editorial plan & strategy (internal & external) with MKT team (new formats & branded content). Edit / proofread features and campaigns’ master copy.

**Integrated agencies & various brands / organizations** Berlin, Germany  
Freelance Editor, Writer & Content Strategist (March 2017-present)  
- Flos  
- Siemens via Tigerbytes  
- Rehau Group  
- spaceOS  
- MUCA (Museum of Urban and Contemporary Art, Munich) via Hansmann PR  
- Jaguar Land Rover Group via Storyboard  
- Oris Watches  
- Belite Ceramics

**“Walter Knoll AG & Co. KG”** Berlin, Germany  
Managing Editor – Digital Content & Offline Marketing (January 2017-July 2019)  
Implemented editorial plan & content strategy (new formats & branded content). Supervised the launch of a yearly print company magazine. Edited, proofread and fact-checked features and campaigns’ master copy; managed digital (website, social media, blog), corporate, offline, and direct marketing copy. Developed internal communication processes. Assisted team workflow and assign resources to different tasks; researched and provided editorial quality control to all copy; oversaw tone of voice, style, and consistency across channels.

**“International New York Times”** Paris, France / Hong Kong  
Freelance Editor (February 2016-May 2017)  
Wrote luxury (jewelry, watches, métiers d’art), media, design, lifestyle and travel features.

**“c3 Creative Code and Content GmbH”** Munich, Germany  
Freelance Editor (February 2015-June 2018)  
Wrote interior design, furniture, fashion, lifestyle, and fitness articles and content for both online and offline magazine in English.

**“Zalando SE”** Berlin, Germany  
Senior Editor – Content Lead (December 2015-December 2016)  
Edited and proofread features and campaigns’ master copy. Assisted team workflow and assigned resources to different tasks; researched and provided editorial quality control to all copy (e-commerce portal, apps, digital media, offline). Implemented new editorial formats/strategies and branded content for Zalando SE / Zalando Media Solutions. Liaised with clients and multiple stakeholders on various projects; coordinated image and tech departments during the ideation and roll out of new campaigns.

**“Elle Decor – Hearst Magazines”** Milan, Italy  
Senior Editor - Digital, New Media, Web Specialist (March 2010-April 2015)  
Reported from international industry events and fairs; conceived daily stories/ideas for the website, print magazine and social media with excellent proven results. Positioned Elledcor.it at the center of industry’s focus through key seasonal features and reportages. Tracked webpage/community traffic providing periodical analytics reports based on KPIs. Recommended changes to improve efficiency, A/B testing; oversaw CMS team. Worked with digital marketing department to develop campaigns (SEO/SEM), and seasonal plans according to goals, forecasts and brand briefs. Coordinated art and web design departments to create apps, brochures, and advertisement guides. Participated in effective decision-making and budget assessment.

**“Beat Magazine”, “Match magazine” & “Newsic.it” Milan, Italy**

Editor (March 2007-March 2009)

Oversaw the entire editorial process from brainstorming/creation of ideas to publication of stories. Supervised copy-editing, fact checking and research. Interviewed artists. Participated in weekly strategic meetings. Updated the content of the web music portal Newsic.it and Beat Magazine’s Myspace profile and developed marketing plans to promote the publication.

**American Express Publishing, “Travel + Leisure” Magazine, New York, USA**

Assistant Copy Editor - Intern (July 2004-June 2005)

Completed writing assignments for various sections of the magazine. Assisted editorial staff with fact checking, research & administrative tasks; liaised with freelance writers. Gathered information for maps included in feature stories. Responded to reader queries via email and telephone.

**The Recorder, New Britain (CT), USA**

Music/Entertainment Critic (January 2003-May 2004)

Wrote weekly articles for CCSU student newspaper, learned how to research information relevant to assigned projects, edited stories, collected and sorted necessary info from readers/editors, interviewed artists via phone.

## **FREELANCE, TEMPORARY & CONSULTING**

**“Emerisque Group / Industries Sportswear Company” Milan, Italy**

Freelance Social Media & Content Editor (April 2015-October 2015)

Managed website/social media of Marina Yachting, Henry Cotton’s, MCS (ex Marlboro Classics).

**“Metatron Group” Milan, Italy**

Freelance Content Specialist (December 2009-March 2010)

Developed content and digital communication strategies to promote Music Italy Show (trade show held in Bologna, 2010). Set up and managed official website (musicitalyshow.it), and social media team (Facebook fan page and Twitter account).

**“AtCasa.it – Corriere della Sera – Gruppo RCS” Milan, Italy**

Freelance Copy Editor – Translator (April 2009-November 2009)

Wrote for various sections of the magazine (architecture, design & contemporary art). Edited contributions from freelance writers. Suggested improvements of the structural user interface (AtCasa.it) to web developers. Translated interviews of architects & designers from EN to IT. Curated the show Made at Home at Spazio Rossana Orlandi (Milan Design Week 2009).

**“GQ Italy” Milan, Italy**

Freelance Editor (June 2008-December 2009)

Wrote features for various sections of the magazine (architecture, design, art & literature).

**“Pig Magazine” Milan, Italy**

Freelance Editor – Editorial Consultant (January 2008-October 2008)

Redesigned & wrote assignments for various sections of the magazine. Interviewed artists.

**“Best Sound” (SonyBMG) Milan, Italy**

Marketing & Promotion Assistant (August 2006-February 2007)

Worked on marketing and communication strategies to promote artists signed by the label, on media relations/viral marketing, and touring. Updated websites, blogs, and social media.

**Fitness/Wellness Center, New Britain (CT), USA**

Trainer/Info Desk (September 2003-May 2004)

**Barnes & Noble, New Britain (CT), USA**

Sales Assistant/Cashier (November 1999-February 2003)

**Linguistics Resource Center @ CCSU Library, New Britain (CT), USA**

Secretary (September 2000-December 2000)

<b>EDUCATION</b>	<p>Central Connecticut State University, New Britain, USA – January 2000/May 2004  <u>Bachelor of Arts degree: Journalism &amp; Communication</u> (Public Relations – Mass Media)</p> <p>European Institute of Design – April 2006/July 2006  <u>Master of Arts degree: Management &amp; Communication in the Discographic Industry</u></p>
<b>COMPUTER SKILLS</b>	<p>Search Engine Optimization, Search Engine Marketing, Social Media Marketing tools (Iconosquare, Planoly, Hootsuite), Content Management Systems (Censhare, eZ Publish, Wordpress, Méthode, Xsmile), Google Analytics, Google Ads, Microsoft Office, InCopy, InDesign, Adobe Photoshop, Lotus Notes, Outlook, Acrobat Reader, Adobe Illustrator, Final Cut, iMovie, Adobe Premiere, Ableton Live, Mac &amp; PC literate.</p>
<b>HONORS</b>	<p>Central Connecticut State University Dean’s List: Spring 2001 &amp; 2002, Fall 2002, Spring 2004</p>
<b>CERTIFICATIONS</b>	<ul style="list-style-type: none"> <li>- Member of the “International Federation of Journalists” – IFJ, March 2013</li> <li>- “Beauty 2.0, Social Media Marketing”, digital media seminar certificate, June 2012</li> </ul>
<b>LANGUAGES</b>	<p>English – native  German – intermediate  French – familiar</p>
<b>VOLUNTEER EXPERIENCE</b>	<p><b>International Archeology Camp</b>, Various locations  Guide/Interpreter (July-August 2002-2003)  Escorted participants to the campsites; logistics</p>
<b>INTERESTS</b>	<p>Traveling, swimming, running, cross fit, tennis, playing guitar, architecture, art, design, listening to good music</p>