



# TERESA BIGIOLI

Journalist & Copywriter

## contacts

Brescia, Italy | 27/04/2001

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[Portfolio](#) & [LinkedIn](#)

## languages

**English** - Proficient user

**Italian** - Native speaker

**French** - Independent user

**German** - Independent user

**Chinese** - Basic User

**Portuguese** - Basic User

## digital skills

SEO-Management ([SEO certification](#))

Social Media Management (Instagram, Tik

Tok, Pinterest, Facebook)

WordPress (for web design and content creation)

AP Style

Adobe illustrator, InDesign, Photoshop |

Microsoft Office package: Microsoft Word,

Excel, PowerPoint, Access | Notion

Beginner JavaScript for Web Development |

Web Technologies Fundamentals - HTML, CSS

## certifications

Online SEO certification (HubSpot.com)

IELTS English Certification

## education

### Bachelor's degree in Communication Studies (Communication, Innovation and Multimedia - CIM)

\*cum laude [08/2020 – 04/2023]

[Università di Pavia](#) | Corso Str. Nuova, 65, 27100, Pavia, Italy

### Erasmus Exchange Program in Salzburg, Austria

[09/2022 – 01/2023]

[Paris Lodron Universität Salzburg](#) | Kapitelgasse 4/6, 5020 Salzburg, Austria

### Overseas Exchange Program in San Francisco, USA

[08/2021 – 06/2022]

[San Francisco State University](#) | 1600 Holloway Ave, 94132, San Francisco, United States of America

### High school diploma with specialization in languages

[09/2015 – 06/2020]

[I.I.S. A. Lunardi, Liceo Linguistico](#) | Via Lucio Riccobelli, 47, 25123, Brescia, Italy

## work experience

### Creative copywriting

[Promotica SpA](#) | Brescia, Italy

[04/2023 – 08/2024]

- Production of **original, captivating** and **creative** copy in both **English and Italian**, carefully tailored for advertising and marketing purposes, targeting **B2B and B2C** to **increase sales and customer's loyalty**. The content ranged between multiple formats, including **slogans, claims, payoffs**, and it **varied in tones and styles** as well.
- **Management of social media campaigns** and content design for external companies, using **SEO** as the main tool to increase the brand's online presence and the audience's engagement.
- Editing of various documents for **clarity, coherence and effectiveness**.
- Creation of light-hearted and dynamic radio content through **strategic storytelling**.
- Translations in both **English, German and French** for content creation purposes as well as to help to create and maintain relations with **international collaborators and external stakeholders**.
- Scrupulous **attention to details**, ensuring **accuracy** in each piece of copy.

### Senior content writer

[American Weekend Entertainment, Inc.](#) - [Music Daily](#) | New York City, USA

[09/2021 – present]

Creation of engaging **music-themed articles**. Additional key responsibilities:

- Organization of **inspired interviews** with international artists to gather **exclusive insights** and therefore create appealing content.
- **In-depth, enthusiastic and mindful research** to find **interesting narratives** for each article
- Production of content using **WordPress**.
- Strategic use of **SEO strategies** to optimize each article's visibility and search engine rankings.
- Increase of the **blog's visibility** and of the **audience's engagement** by always creating interesting articles to which the audience can return.

## international experience

### On the road through the Middle East, South East Asia and Oceania

[01/2025-present]

To improve my knowledge on local cultures and traditions and gather more information for my project **Head Abroad**

### Study program in Bordeaux, France

[01/09/2024 – 31/12/2024]

Four-month study program in Bordeaux dedicated to the improvement of my language skills in French and discovering the local culture

### International cultural experience in Baleal, Portugal

[01/05/2023 – 01/08/2023]

Three months of international and cultural experience in Baleal (Peniche) as a volunteer at a guesthouse. This role provided an opportunity to learn Portuguese, engage with diverse cultures, and gain experience in the tourism and hospitality sector.

### Study program in Beijing and Shanghai, China

[12/07/2019 – 24/07/2019]

Two-week study program in Beijing and Shanghai, to improve my Chinese and discover the local culture.

### Exchange program in Galway, Ireland

[01/03/2019 – 07/03/2019]

One-week study program in Galway, to improve my English and discover the local culture directly and on site, by living with a local family and daily attending English classes.

### Exchange program in Essen, Germany

[10/03/2017 – 17/03/2017]

Two-week exchange program in Essen Werden (Essen), to improve my German and discover the local culture by living with a local family and daily attending German classes.

## extracurricular activities

### Active member of CAI (Italian Alpine Club)

[2023-present]

### Volleyball team captain

Elected team captain for the 2017-18 and 2018-19 seasons

### Band member - bassist and guitarist

[2023-2024]

## Substitute teacher

Ministry of Education - School Jean Piaget and Casazza | Brescia

[03/2021 – 08-2021]

· Substitute teacher in kindergarden and primary schools during the period covid-19

## personal project

### Content writing and journalism | Project management | Social media Management

#### Founder of Head Abroad

[05/2024 – present]

Head Abroad is a **personal project** built to connect and **unify the worlds of travel and journalism**, offering a **new perspective** on travel blogs as well as a space to all those people that have a lot to offer and say, yet no space to do so.

Some key elements are:

- Organization of **inspired interviews** with “international locals” to gather insights on their story, life and culture to create interesting content for both the readers and the interviewees.
- **In-depth, enthusiastic and mindful research** to guarantee deep, thoughtful and original questions
- Establishing of deep, personal and honest relations with interviewees to create a **safe space** for them to feel comfortable enough to discuss deeper issues
- Creation of **visually pleasing content** through the selection of high-quality images to guarantee a higher value to the reader's experience.
- Web design and content creation using **WordPress**.
- Strategic use of **SEO**
- Creation of a multiplatform **social media strategy**

## social and political activities

### Volunteering at Cavalli per Tutti (hippotherapy association for disabled children and adults) | Brescia, Italy

[03/2023 – 08/2024]

As a volunteer, I assisted experts in using hippotherapy as a therapeutic tool for children and adults with disabilities aiming at increasing their physical capacity, safety and sense of community, and social integration, ultimately helping improve their health and general well-being.

### Blood Donor at A.V.I.S. | Brescia, Italy

[2020 – present]

### Volunteering with Legambiente Brescia\* | Brescia, Italy

[2021]

\*association dedicated to supporting the environment and its preservation

### Assistance at the local vaccine center (HUB Vaccinale) | Brescia, Italy

[throughout the Covid-19 emergency]

### Voices for change - comprehensive | San Francisco, USA

The project included a course to become aware of the diverse situations of discrimination in different social contexts. It also included lessons and advice on the different methods of action in situations of discrimination.