



TERESA BIGIOLI

Journalist &
Copywriter

contacts & information

Aarhus, Denmark |
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Portfolio & LinkedIn

languages

English - Expert user (IELTS 8.5)
Italian - Native Speaker
French - Expert user
Tedesco - Expert user
Spanish - Expert user
Cinese - Basic user
Danese - Basic user

digital skills

SEO-Management (SEO
certification)
Social Media Management
(Instagram, TikTok, Pinterest,
Facebook)
WordPress (for web design and
content creation)
AP Style
Adobe Illustrator, InDesign,
Photoshop | Canva | Microsoft
Office package: Microsoft Word,
Excel, PowerPoint, Access | Notion
Beginner JavaScript for Web
Development | Web Technologies
Fundamentals - HTML, CSS

certifications

SEO certification
(HubSpot.com)
IELTS English Certification
(8.5 overall band score)

education

Master's in Journalism, media and globalisation - Mundus Journalism

[09/2025 – 05/2027]

Aarhus University City & University of London

Bachelor's Degree in Communication Science (Communication, Innovation & 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 - specialisation in languages

[09/2015 – 06/2020] **I.I.S. A. Lunardi, Liceo Linguistico** | Via Lucio
Riccobelli, 47, 25123, Brescia, Italy

work experience

Creative copywriter

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 – 12/2024]

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

- Organisation 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 optimise 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

[01/2025-08/2025]

Self sponsored period abroad to improve my knowledge on local cultures and traditions and gather more information for my project **Head Abroad**

Study program in Bordeaux, France

[09/2024 – 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

[05/2023 – 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

Member of CAI (Italian Alpine Club)

[2023-present]

Teacher

Ministry of Education - School Jean Piaget and

Casazza | Brescia

[03/2021– 08-2021]

Substitute teacher in kindergarten and primary school during

the COVID-19 pandemic.

personal project

Content writing and journalism | Project management | Social media Management

Founder of Head Abroad

[05/2024–present]

Head Abroad is a project built to **connect and unify the worlds of travel and journalism**. The project offers a **new perspective** on travel blogs, shifting the focus to the locals who welcome tourists, and introducing their stories as **inhabitants and representation of their cultures** first, hosts and guides second.

Some key elements are:

- Organisation 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.