



# TERESA BIGIOLI

Journalist & Copywriter

## contacts & information

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

## languages

**English** - Proficient user (IELTS 8.5 overall band score)

**Italian** - Native speaker

**French** - Independent user

**German** - Independent user

**Spanish** - Independent user

**Chinese** - Basic User

**Danish** - Basic User (A2 "A2B" certification)

## digital skills

- SEO-Management ([SEO certification](#) HubSpot.com)
- 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

## education

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

[2025 - 2027]

[Aarhus University](#)

[City, University of London](#)

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

110/110 cum laude

[2020 - 2023]

[Università di Pavia](#)

### Erasmus Exchange Program in Salzburg, Austria

[2022 - 2023]

[Paris Lodron Universität Salzburg](#)

### Exchange Program in San Francisco, USA

[2021 - 2022]

[San Francisco State University](#)

### High school diploma with specialisation in languages

[2015 - 2020]

[I.I.S. A. Lunardi, Liceo Linguistico](#)

## work experience

### Editor-in-Chief - Bluebook (University Project)

Aarhus university | Aarhus, Denmark

**Led the editorial team in content planning, writing, and publication** for Bluebook, a university publication focused on local culture and dynamics. Oversaw **article selection, editing, and design** to ensure high-quality and engaging content. Managed deadlines and coordinated with writers and designers to produce each issue successfully.

### Freelance Journalist

[American Weekend Entertainment, Inc.](#) - [Music Daily](#) |

New York City, USA

[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

[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

[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

[2023]

Three months of international and cultural experience in Baleal (Peniche), Portugal, volunteering in the tourism sector.

### Study program in Beijing and Shanghai, China

[2019]

### Exchange program in Galway, Ireland

[2019]

### Exchange program in Essen, Germany

[2017]

## extracurricular activities

### Active member of CAI (Italian Alpine Club) [2023-present]

### Rescue diver certification [2025]

## social and political activities

### Volunteering at Cavalli per Tutti (hippotherapy association for disabled children and adults) [2023 & 2024]

I assisted experts in using hippotherapy as a therapeutic tool for children and adults with disabilities aiming at increasing their physical capacity 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\*

[2021]

\*association dedicated to supporting the environment and its preservation

## 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.

## Independent Journalistic Project

### Founder of Head Abroad

[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**