

Silvia Nardella

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I'm a Senior Creative - Copywriter with over 15 years of experience in advertising and communications across various European countries.

I work well under pressure and I am comfortable handling multiple tasks and projects at the same time. My skill set includes creative thinking and concepting, copywriting and transcreation (English/Italian), PR, brand copywriting, event planning, project management.

WORK EXPERIENCE

Freelance Senior Creative - Copywriter | 2016 - present

Agencies and clients I have worked with include:

VCCP (McArthurGlen Designer Outlets), **R/GA** (Google), **draftLine** (Corona), **Movement** (Adez/Coca-Cola) **AML** (AXA IM), **DesignStudio** (Babylon Health), **Geometry Global** (Emirates Airline), **VaynerMedia** (Amazon Italy/UK), **MullenLowe Open** (Alitalia), **WARL** (McArthurGlen Italy/UK), **360i** (Enterprise UK, The National Lottery), **McCann Worldgroup** (Nestlé - Nesquik Studios)

Lead Copywriter - BoConcept (Herning, DK/London) | June 2021 - July 2022

Working within the Global Marketing Team on integrated campaigns, social media content, press releases, B2B, POS materials, website and much more.

Co-founder, Events, PR & Marketing - International Creatives London | 2016 - present

KEY ACHIEVEMENTS: developed a PR strategy to promote the group (currently, over 2.2K members).

In charge of event planning. I organised 14 Meetups between 2016 and 2018, hosted by agencies such as **BBH**, **Digitas**, **CP+B**, **VML**, **AnalogFolk**, **Major Players** and many more.

Proactively reached out to trade press, organisations and relevant contacts, while coordinating a content team and managing the social channels of the group.

Senior Copywriter/Strategist - Gruppo Life (Bologna, Italy) | July 2019 - June 2020

Creative placement - London | 2015 - 2016

iris Worldwide (Virgin Active, Mini, Adidas, Samsung, Shell), **The Bank** (Peroni Nastro Azzurro), **Karmarama** (Honda, Cobra, Costa Coffee, Plusnet, dfs, Zuto, Cancer Research UK, AO.com), **isobel** (Maoam, Bordeaux Wines)

Creative intern (Quarter Away @Miami Ad School) - London, Paris | 2013 - 2014

RKCR/Y&R (Vodafone, Lloyds Bank, Volvic), **Ogilvy Paris** (Coca-Cola, Perrier, Grey Goose), **Ogilvy & Mather London** (Dove, Coca-Cola, Philips, British Airways, Africa Express)

Communications/Project manager - Aster (Bologna, Italy) | 2008 - 2012

Community management, project management, communications, PR, networking, event planning for We Tech Off and Creative Growth.

KEY ACHIEVEMENTS: actively contributed to the selection of 60 business projects for We Tech Off (virtual incubator), in various sectors (ICT & Design, Creative, Mechanics & Materials, Life Science, Agrofood, Building, Energy & Environment). Followed them through Pre-incubation, Incubation and Post-incubation phases. Coordinated all the communication channels and activities, such as website, newsletter, social media, trade shows, events (including original formats). Hired, trained and managed an assistant.

During the same period, I worked on Creative Growth, an EU-funded project supporting creative startups and involving 11 partners from 9 countries. I was in charge of Communications/PR and had frequent meetings with the other partners to present the project and the results, exchange good practices, find relevant contacts for the startups, launch a pilot project and much more.

Marketing Assistant - Gucci Jewelry, EMEA Distribution (Firenze, Italy) | 2007

Marketing, communication, event planning, showroom organisation, co-op advertising, CRM.

EDUCATION

Portfolio Program, Copywriting

Miami Ad School Europe (Hamburg, Germany) | 2012 - 2014

MA Marketing and Communications

Bologna Business School (Bologna, Italy) | 2006 - 2007

BA Communication Sciences

University of Bologna (Bologna, Italy) | 2000 - 2004

SKILLS

Adobe: Photoshop, InDesign, Illustrator

Affinity: Publisher, Photo, Designer

Office: Word, Excel, PowerPoint

CMS: Joomla, Drupal, Wordpress, Squarespace, Fabrik

Other: Mailchimp, Pages, Keynote

LANGUAGES

English (fluent)

Italian (native)

Spanish, French (basic understanding)

AWARDS

Integrated Campaign of the Year, Campaign Tech Awards (Fallo fare a Google)

Silver nail - ADC Germany Young Talent Award (Inlingua)

SheSays Young&Awesome showcase

INTERESTS

Performing arts (dance, piano, theatre, musical theatre), live jazz music, volunteering, creative cooking.