

Silvia Nardella

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I'm a Senior Creative 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

June 2021 - July 2022

Lead Copywriter

[BoConcept](#) - Herning, DK/London (Global Marketing Team)

2016 - present

Freelance Senior Creative/Copywriter

VCCP London (McArthurGlen Designer Outlets)

R/GA London ([Google](#))

AML (AXA IM)

DesignStudio (Babylon Health)

Geometry Global Milan (Emirates Airline)

VaynerMedia (Amazon Italy/UK)

MullenLowe Open (Alitalia)

WARL (McArthurGlen Italy/UK)

360i (Enterprise UK, The National Lottery)

McCann Worldgroup (Nestlé - Nesquik Studios)

2016 - present

Co-founder | Events, PR & Marketing

[International Creatives London](#) (non-profit group supporting foreign creatives)

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

In charge of event planning (14 Meetups between 2016 and 2018). I proactively reach out to [trade press](#), organisations and relevant contacts, while coordinating a content team and managing the social channels of the group (Facebook, Instagram, LinkedIn).

July 2019 - June 2020

Senior Copywriter - Strategist

[Gruppo Life](#) - Bologna

2015 - 2016

Creative placement - London

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)

2013 - 2014

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

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)

2008 - 2012

Communications/Project manager

[Aster](#) - Bologna, Italy (Business support, technology transfer)

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.

At the same time, I worked on **Creative Growth**, a European 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 more.

2007

Marketing Assistant

Gucci Jewelry, EMEA Distribution - Firenze, Italy

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

EDUCATION

2012 - 2014

Portfolio Program - **Copywriting**

Miami Ad School Europe (Hamburg, Germany)

Concepting, copywriting, art direction, design, photography.

2006 - 2007

Master's degree in **Marketing and Communications**

Bologna Business School (Bologna, Italy)

Marketing research, brand management, copywriting, business administration.

2000 - 2004

Bachelor's degree in **Communication Sciences**

Alma Mater Studiorum - University of Bologna (Bologna, Italy)

Mass communication, semiotics, journalism, psychology of communications, political economy.

Thesis: "The role of Internet in Corporate Communication: a semiotic analysis of the Vichy campaign" (final grade: 98/110).

AWARDS

Silver nail - [ADC Germany](#) Young Talent Award (May 2014)

[SheSays Young&Awesome](#) showcase, London (October 2015)

SKILLS

Adobe Creative Suite: Photoshop, InDesign, Illustrator

Affinity: Publisher, Photo, Designer

Office: Word, Excel, PowerPoint

CMS: Joomla, Drupal, Wordpress, Squarespace, Fabrik

Other: Mailchimp, Pages, Keynote, Slack

LANGUAGES

English (fluent)

Italian (native)

Spanish, French (basic understanding)

HOBBIES & INTERESTS

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