

SILVIA NOERA

COPYWRITER | STORYTELLER

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MILAN, ITALY

EXPERIENCE

JR. COPYWRITER

Jul '20 - Feb '21

COLLABORATION WITH THE **AGENCY 63 DE-SIGN**, GRAPHIC STUDIO, WITH TASKS OF: **NAMING PROPOSAL** AND CLAIM OF PRODUCT, PRODUCTION AND DEVELOPMENT OF **BRAND MANUAL**. DEFINITION OF COMMUNICATION AND TOV AND **BRAND IDENTITY**. ANALYSIS AND STUDY OF COMPETITORS.

PROJECT MANAGER ASSISTANT

Mar - Nov '18

IN THE OPERATIONS DEPARTMENT OF **DIGITAL360**, A B2B COMPANY IN THE DIGITAL SECTOR WITH VENDOR CLIENTS SUCH AS MICROSOFT, CISCO, ORACLE, CARDIF, TE-AMSYSTEM, WITH THE FOLLOWING TASKS: **DEM CREATIVITY** AND COPYWRITING, DRAFTING OF **EDITORIAL CALENDARS**, REPORTS, TIMELINES AND **GANTT** WITH THE COMPANY'S PUBLICATIONS, RESPONSIBLE FOR THE **EDITOR** OF THE ECONOCOM BLOG (E-MEDIA), ANALYSIS AND INTERPRETATION OF DATA (**BIG DATA**) COLLECTED THROUGH **GOOGLE ANALYTICS**, INTEGRATED USE OF CUSTOMER RELATIONSHIP MANAGEMENT (**CRM**) SOFTWARE, ORGANIZATIONAL SECRETARY.

STUDIES

ART DIRECTION & COPYWRITING

Apr '20 - Feb '22

2 LEVEL MASTER DEGREE

AT **POLI.DESIGN**, OF THE **POLITECNICO DI MILANO**, PROVIDES MODULES FOR RESEARCH AND WORK ON METHODOLOGIES, NEW TECHNOLOGIES, PROJECT WORK AND MORE.

CORPORATE STORYTELLING

2019

EXECUTIVE MASTER

AT **IULM**, FREE UNIVERSITY OF LANGUAGES AND COMMUNICATION IN MILAN, DEVELOPED IN 4 MODULES: STRATEGY, CONTENT, VISUAL DESIGN/MEDIA AND STORYMAKING.

SCIENZE DELLA COMUNICAZIONE

'16/'17 - '18/'19

BACHELOR'S DEGREE

AT **UNIMORE**, UNIVERSITA' DI MODENA E REGGIO EMILIA, GRADUATION **GRADE 108** WITH THE THESIS: "FICTION, TECHNOLOGY AND SOCIETY: THE TRIADIC LINK THAT REVEALS THE COMPLEX RELATIONSHIP OF MAN WITH HIS FUTURE".

SKILLS

- ▷ ILLUSTRATOR 
- ▷ INDESIGN 
- ▷ PREMIERE 
- ▷ PHOTOSHOP 
- ▷ AFTER EFFECTS 
- ▷ OFFICE 
- ▷ PUBLISHER 
- ▷ WORDPRESS 
- ▷ ANALYTICS 
- ▷ SALESFORCE 
- ▷ SPARK 
- ▷ MOVAVZ 
- ▷ GIMP 



ABOUT ME

NICE TO MEET YOU, I'M **SILVIA**. I LIVE IN MILAN (ALTHOUGH I HAVE LAMBRUSCO IN MY VEINS) AND I WAS BORN IN THE NINETIES. I WAS ONE OF THOSE LITTLE GIRLS WHO AT 5 YEARS OLD ALWAYS ASKED <WHY?>, AND I HAVEN'T STOPPED YET. IT'S THE FEAR AND NEED TO DIVE: **I HAVE TO ALWAYS GRAB SAND FROM THE BOTTOM.**

I SPEAK

written / spoken

ITALIAN ENGLISH GERMAN
MOTHER TONGUE B2 B2

HOBBIES

MARTIAL ARTS PIANO
niujitsu 8 years
jujitsu conservatory
kung fu course

PUBLICATIONS

Jul 2020 - **IL SACRO E L'HORROR**
AT NARRABILITY JOURNAL, MAGAZINE OF OSSERVATORIO STORYTELLING
[HTTP://WWW.STORYTELLINGLAB.ORG](http://www.storytellinglab.org)

In pubbl - **LE AUTRICI ITALIANE**
RIDEFINISCONO L'INTERPRETAZIONE
FANTASTICA SU API, STUDI D'ITALIANISTICA

IN DEPTH

ADV COPYWRITING

2020 AT COPY42 OF PENNAMONTATA

UX WRITING

2020 AT DIGITAL UPDATE

'18-'19

- ▷ ELEMENTI DI SEO
 - ▷ PERSONAL BRANDING
 - ▷ STORYTELLING & CONTENT MANAGER
- AT FASTWEB DIGITAL ACADEMY