

## **Sonia Vitiello**

London

[sonia.storyteller@gmail.com](mailto:sonia.storyteller@gmail.com)

<https://www.soniavitiello.com/>

<https://www.linkedin.com/in/sonia-vitiello-b9b786105/>

### **Profile Summary**

I am a passionate writer, content strategist, and design enthusiast ✨

Thanks to my sharp focus on time management and unwavering attention to detail, I meet deadlines with precision and finesse.

My proficiency in Figma and design principles adds an artistic dimension to my content strategy, allowing me to craft visually engaging and user-friendly experiences.

### **SKILLS**

- Content writing
- Strategic thinking and planning
- Time management
- Attention to details
- Design principles
- Project management and cheerleading team member
- Sensitivity and understanding
- Patience and the ability to remain calm in stressful situations
- The ability to work well with others

### **EXPERIENCE**

#### ***Content Specialist***

**Adfom December 2022- September 2023**

Creating and enhancing Partner Program content for both internal and external audiences.

Developing the Team Sharepoint: gathering documentation, sharing mockups, designing Sharepoint features, and maintaining a live platform.  
Developing the External Partner Ecosystem website by collecting documentation, brainstorming mockups, and sharing ideas with the team.  
Collecting templates and resources for newsletters.

### ***Tutor***

#### **Go student Sept 2021- Dec 2022**

I tailor lessons according to individual student requirements, generate creative prompts to guide their learning process, and craft the lesson structure using Figma.

### ***Copywriter***

#### **Freelance Sept 2021- Present**

I create content for both my personal website and my clients, which includes writing newsletters, blogs, and social media posts. I combine my design expertise with the written content to enhance its visual appeal and impact.

### ***Content designer and copywriter / social media marketing***

#### **BLS Media May 2021-Sept 2021**

I craft and design content tailored to my clients' specific requirements, including content for landing pages, newsletters, blog posts, and client brochures.

I maintained regular communication with clients through various channels, including email, phone calls, Google Meet, and live chat.

I played a pivotal role in assisting clients in decision-making, overcoming challenges, and formulating action plans.

I fostered strong relationships with both colleagues and clients. At the conclusion of each project, I consistently prepared comprehensive and impactful reports.

### ***Social Media Manager and Content creator***

#### **Martina London Dec 2020-April 2021**

I develop and execute content strategies tailored to the company's goals and target audience. I plan and schedule posts, ensuring a consistent and cohesive brand voice.

Create or curate content, including text, images, videos, and graphics, that resonates with the audience and aligns with the brand's identity. This may involve writing captions, shooting videos, or designing graphics

Maintaining a content calendar helped me in planning and organizing content

### ***Flight attendant***

**Ryanair Jan2019-May 2021**

Customer service, Money handle, teamwork

Both before and after each flight, I had the responsibility of sending the company an email report to provide updates on my day's activities.

Ryanair operates within a goal-oriented environment, requiring me to achieve distinct daily targets and communicate all relevant information via email.

### ***Event planner, interpreter and content creator.***

**Divulgarti Apr - Jul 2018**

Organizing events and maintaining communication with both clients and participants was a significant part of my role. Welcoming the audience and working as interpreter for international clients, were essential aspects of my job.

In terms of client interaction, I utilized email and social media channels. Additionally, I managed a list of clients to call for events invitations. Once I compiled a comprehensive list, I sent out invitation reminders to each client.

### ***Tour guide***

**University of Genoa Sept 2017-Jun 2018**

Tour guide for the Rolli days in Genoa.

I provided guided tours for tourists at the UNESCO building in Genoa, utilizing multiple languages to communicate effectively. I also maintained regular communication with the organization by composing emails to report my daily tasks.

## **EDUCATION**

**Copywriting certificate / May 2021**

- **Master degree/** July 2018 International communication
- **Bachelor's degree/** April 2014 Languages and Cultural mediation
- **Diploma /** July 2010 Languages