

SILVIA ZEROSI

CREATIVE AND UX COPYWRITER

Copywriter and digital copywriter for over 10 years. My passion is to create new communication perspectives and tell, with words, the story of a brand or a product in an engaging and creative way. I'm a huge fan of failure, empathy and yellow post-it notes.

EXPERIENCE

CREATIVE COPYWRITER

► FILOBLU.COM | April 2021 - present

- FiloBlu supports brands in the growth of the online business through omnichannel strategies. My position: creative concepts, campaigns and digital activations.

CREATIVE COPYWRITER AND TRANSLATOR

► WONDERBLY | December 2020 - present

- Wonderbly is an online personalized children and adults book company from London. For Wonderbly, I create and translate content for the Italian market.

CONTENT TEAM LEADER - CREATIVE COPYWRITER

► Company: KETTYDO+ | August 2017 - March 2021

- Conceived, wrote and created creative concept and content for Air Action Vigorsol, BPER Banca, Coop Italia, Lavazza, Mulino Bianco, Sorgania, Tavernello, Trony.

SENIOR DIGITAL COPYWRITER

► Company: ADACTO

- Participated in brainstorming and concepting for various integrated and social projects. Clients: Amplifon Careers, Fondazione Bracco, Il Saggiatore, Sammontana.

CONCEPT DEVELOPER E DIGITAL COPYWRITER

► Company: ZEPPELIN GROUP

- Zeppelin Group is an Internet Marketing Agency from Merano, focus on tourism business. I developed wireframes, strategy and wrote beautiful content.

DIGITAL COPYWRITER

► Company: CODD&DATE - ENTER

- Enter is a European provider of network and cloud computing. I worked for: Vodafone, Luxottica, Sisal and Renault.

COPYWRITER

► Company: ICS ADV

- Print, radio, commercial, BTL, online adv. Clients: Arval BNP Paribas, Momodesign, Adidas, Bindi Dessert.



WWW.SILVIAZEROSI.COM

CONTACTS

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SKILLS

Copywriting



UX writing



Social



Creativity



English (b2)



Teamwork



Presentation design



EDUCATION

EUROPEAN INSTITUTE OF DESIGN
Communication & Copywriting

Liceo Classico Alessandro Volta - Como