

INFO & CONTACTS

Birth date: 18.12.1998
Turin, Italy
+39 393 97 42 858
francescagraziani18@gmail.com
[Linkedin](#)

PORTFOLIO

francescagraziani.com

SKILLS

Copywriting
Advertising
Marketing Strategies
Visual Design
Graphic Design
Web Design and WP
Brand Identity

SOFT SKILLS

Team working
Coping with stress
Problem solving
Empathizing

TOOLS

Indesign
Illustrator
Photoshop
Premiere
XD
Dreamweaver
Wordpress
Office Suite
Figma

LANGUAGES

Italian
English (B2/C1 TOEIC)

EDUCATION

Classical High School (84/100)
Liceo Classico Alfieri, Turin (Italy)
2012 – 2017

Bachelor's Degree (107/110)
"Communication Design"
IAAD, Turin (Italy)
2018 – 2021

EDUCATION EXTRAS

Norwich (09.2013), UK
Cambridge (09.2017), UK

Acting course
2012 – 2015

FRANCESCA GRAZIANI

I am an Italian 90s' girl skilled in Copywriting and Advertising. I graduated in Communication Design from IAAD (Institute of Applied Arts and Design), in Turin. My goal is to give shape, strength and dignity to each Story through Words, because I believe that everyone on Earth has something to tell. Nice to meet you!



EXPERIENCE

Turin
2022 – ongoing

Junior Copywriter "Armando Testa"

My role involves designing creative concepts, creating catching headlines and scripting engaging radio and TV commercials. I am also responsible for creating press releases, devising strategic editorial plans for social media and branded contents. This dynamic role allows me to blend my creative writing skills with strategic thinking and a keen eye for detail to serve our clients effectively across various communication channels.

Turin
2021 – 2022

Junior Copywriter "Louder Italy"

In Louder I experienced the meaning of working for an international marketing and communication agency that conceives and creates living marketing, for leading brands in the Italian and international market.

I contributed to design concepts, events and engaging activities, in order to emotionally involve the target.

Turin
2020 – 2021

Bachelor Thesis "IREN"

I designed the communication plan for the new museum of the first hydroelectric plant in Piedmont. The topics addressed were sustainability, brand heritage, enhancement of the mountain territory and educational opportunities. The thesis was developed through traditional media, but also digital. The end result is a rich integrated campaign ready to air.

Turin
2020

Volunteer for Social media

"Radio Ugi" ("Regina Margherita" oncohematological pediatric hospital)

U.G.I. is a non-profit organization that offers support to children with cancer. Radio Ugi was born to entertain children and parents. My job was taking care of the IG and FB profiles of the radio, with my colleagues.

Turin
2019

Curricular internship

Communication Agency "Tueor"

I supported my tutor in the creation of posters, editorials, internal company documents and newsletters. An experience that gave me the opportunity to closely understand the dynamics of an agency/editorial staff.

Turin
2018 – 2022

Communication officer

"Gamma Servizi"

I was asked to define an editorial plan for social media. I also manage the newsletters, create the billboards which are then distributed throughout the Turin area and take care of completing every request in the "communication" area.

INFO & CONTACTS

Birth date: 18.12.1998
Turin, Italy
+39 393 97 42 858
francescagraziani18@gmail.com
[LinkedIn](#)

PORTFOLIO

francescagraziani.com

FRANCESCA GRAZIANI

WORKSHOPS

Turin
2016

Journalism
"La Stampa"

I experienced the editorial staff of the Turin newspaper up close and I enriched my background with important and interesting understanding of the journalistic world.

Turin
2019

Calligraphy
"Studio Massimo"

Where fonts come from? With other students we investigated the origins of the forms of the letters.

ACHIEVEMENTS

Milan
2020
Design Week

2nd at the **Ro Plastic Prize**

Category:
Awareness on Communication

Exhibition:
"National Museum of Science and Technology Leonardo
Da Vinci", Milan

Milan
2021
Design Week

Finalist at the **Ro Plastic Prize**

Category:
Emotion on Communication

Exhibition in September 2021:
"National Museum of Science and Technology Leonardo
Da Vinci", Milan

INTERESTS

Animals and nature
Arts
Reading
Travelling

PLUS

Driving licence B (Italy)

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

francescagraziani