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Maura Tomei

CONTENT DESIGNER, STRATEGIST,
WRITER

Via Pasquale Fornari 10,
20146 Milano

"Happiness is my default position" (Toby Ziegler -The West Wing)

Hello

I'm a communication specialist and a professional writer. I help my clients to find and express their identity with a voice that represents them: unique, personal, effective. In my 10 years working as a strategic planner and copywriter in a communication agency, I developed specific expertise in public communication, with a special focus in tourism, sustainability, territorial promotion and enhancement.

In 2017 I decided to become a freelance consultant, and I've never looked back since.

I'm also: a banjo player, a podcast freak, a linguistics enthusiast and a books lover. In March 2020 I co-created an online project called Parole Smascherate to spread the love of literature and public reading and empower social contact during the Italian first lock-down.

You can take a look at my online portfolio on Behance: www.behance.net/mauratomei

My work experience

As a **freelance consultant** I work both with communication agencies and private companies.

My main areas of expertise:

- content strategy, content design, content marketing
- copywriting
- micro-copy and UX Writing
- SEO writing
- video and radio script writing

Some of the clients I worked with so far

- **Ki Comunicazione** - communication agency: digital and social media strategist, copywriter.
- **Ink Design** - communication agency: content strategist, copywriter.
- **BlueDog - Web Agency**: SEO copywriter.
- **Vector Robotics** - Drones building company: content strategist and copywriter for the new corporate website.
- **Milano Unica** - International high-end textile trade show: content strategist, social media specialist, copywriter.

and before that...

AB COMUNICAZIONI - Communication agency

Strategic planner - Copywriter |2008-2017

In charge of the communication strategy for advertising campaigns, events, digital and multimedia projects. As a copywriter, I was also in charge of writing content for websites, social media, publishing, radio and video, public events.

Experience in speechwriting and ghostwriting, Press Office and PR.

Main projects/clients I worked for:

- Expo Milano 2015
- Ministry of Agricultural, Food and Forestry Policies, Ministry of Economic Development
- Lombardy Region (EFRD, ESF, DG of Environment, DG of Tourism)
- Liguria Region (EFRD), Puglia Region (EFRD), Calabria Region, Sicily Region
- Municipality of Milan

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FA' LA COSA GIUSTA! - Critical consumption and sustainable lifestyle trade expo

Event and Project Manager | 2005 - 2008

Head of cultural and entertainment events, educational activities for children/schools.
Responsible for the engagement of the non-profit sector in the cultural activities.
Copywriter and content editor for advertising, press releases, brochures and website.

FONDAZIONE CORRIERE DELLA SERA

Internship Event planning and management | 2004

Aide to general management, press office, content editing for the corporate website.

My education

POSTGRADUATE MASTER - Design and Management of Cultural Events

Università Cattolica del Sacro Cuore, Milano | 2004

Design and management of cultural and social events in the languages of theatre, dance, music, film, performance and visual arts. Corporate communication and marketing.

HUMANITIES DEGREE IN ITALIAN LITERATURE

Università degli studi dell'Aquila | 2002

Degree in Comparative Literature, 110/110 cum laude. I concentrated my studies in Arts, Cinema and Theatre, in Italian, French and Spanish language and literature, in linguistic and Italian philology.

In 1999 I won a scholarship for the Erasmus Project and attended for nine months the University of Oviedo (Spain).

Training courses, the most recent

- **Inclusive UX Writing** (2020)
- **LinkedIn Advertising Strategies** (2020)
- **LA PROF - Training school in political communication.** (2019).
- **Editorial plans:** how to design, produce and publish contents online and offline (2019)
- **Google Tools:** Analytics, AdWords, Tag manager (2018)
- **UX Writing :** writing for people(2018)

Languages

I'm an Italian native speaker

Other languages:

- English - Proficient User, Level C1
- Spanish - Proficient User, Level C2
- French - Basic User, Level A2

Something else about me?

As a writer, I excel at personalizing the tone of voice for each client and different contexts.

I'm good at public speaking and at conducting meetings. Rational, analytical and open-minded: I always want to look at things from different perspectives.

What my coworkers say about me: that I can find the right words and ways to explain in approachable terms even the most complex issues.

What my clients say about me: that I'm fast and efficient - without ever compromising quality. And I'm able to astutely analyze their situations to define the best solutions.

I authorize the processing of my personal data contained in the CV pursuant to the Leg. Dec. 06/30/2003, n. 196 and art. 13 GDPR 679/16