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Maura Tomei

CONTENT DESIGNER, STRATEGIST,
WRITER

Via Sicinito 7, 67047
Rocca di Cambio (AQ) Italy
Currently residing in Galway

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

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, and 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 on tourism, sustainability, territorial promotion and enhancement. In 2017 I decided to become a freelance consultant, and I've never looked back since.

I speak fluently three languages and I regularly write both in Italian and English. I'm also: a banjo player, a podcast freak and a whiskey enthusiast. I moved to Galway in July 2022.

My work experience

My main areas of expertise

Content strategy, content design, content marketing
Copywriting
Micro-copy and UX Writing
SEO writing
Video and radio script writing
Social media strategy and management

Current projects

- CMCC Foundation: social media strategy and management
- Cultura Crema: digital communication strategist/copywriter
- Tatommi Communication: digital content strategist and copywriter
- Hobbyland: corporate blog writer
- Cama52: website content strategist and copywriter

Some of my previous clients

- Gozzoli park: digital content designer, copywriter
- Ink Design: website content strategist / copywriter.
- BlueDog: SEO copywriter.
- Vector Robotics: website content strategist / copywriter.
- Milano Unica: content strategist, social media specialist, copywriter.

and before that...

AB COMUNICAZIONI - Communication agency
Strategic planner - Copywriter | June 2008 - February 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

GREENME.IT

Blog writer | 2019-2012

Freelance writer for Greenme.it, an online magazine about the environment and sustainable lifestyle.

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

Event and Project Manager | May 2005 - April 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 | Jun - Nov 2004

My education

POSTGRADUATE MASTER - Design and Management of Cultural Events

Università Cattolica del Sacro Cuore, Milano | 31/05/2004

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 | 4/02/2002

Graduation in Comparative Literature with 110/110 cum laude.

Thesis' title: "Il Neofantastico in Antonio Tabucchi e Julio Cortàzar" - Supervisor: Prof. Massimo Fusillo.

Training courses

- **Inclusive UX Writing** (2020)
- **LinkedIn Advertising Strategies** (2020)
- **LA PROF - Training school in political communication.** (2019).
- **Editorial plans:** how to design, produce and publish content 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.