



# Lorena Trapanese

## CONTACT

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## PROFILE

Creative and results-oriented, specialized in communication strategies.

Proactive, fast learner of new working methodologies, passionate about continuous learning and industry trends.

## LANGUAGES

**Italian:** Native

**English:** B2

**Spanish:** B2

## EDUCATION

- **Master's Degree in Communication Strategies** 2024 - today  
University of Padova
- **Bachelor's Degree in Humanities for Communication** 2021 - 2024  
University of Florence
- **Diploma in Languages - Cambridge curriculum** 2016 - 2021  
Lingustic High School

## WORK EXPERIENCE

- Copywriter – Communications Department (Volunteer) – TEDxCortina** 2026- today
  - Responsible for storytelling regarding the 2025 edition's sustainability theme.
  - Coordinated and wrote copy for interviews with key participants, converting technical information into high-impact social media content
- Internship – Startup Unipiazza** 2025 -2026  
Supported communication activities and digital content management.
- Internship – Il Bronzetto S.r.l** 2023 - 2024  
Assisted in business operations with a focus on communication and marketing.
- Hostess** 2021 - today  
Developed skills in customer reception, public management, and problem-solving in dynamic contexts. Experienced in planning and coordinating activities while meeting deadlines and objectives.
- Babysitting** 2021 - today  
Gained solid experience in childcare and communication with families, with proven ability to handle unexpected situations effectively.

## TECHNICAL SKILLS

- Digital & traditional communication strategies
- Strong communication skills (active listening, relationship management, conflict resolution)
- Teamwork in multicultural contexts & group organization
- Project planning and coordination, with focus on deadlines and objectives
- Proficient in Canva, Excel, Google Workspace