

GRETA PICCININI

COMMUNICATION CONSULTANT,
COPYWRITER & SMM



CONTACT INFORMATIONS



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AREAS OF EXPERTISE

Copywriting
Social Media
Healthcare communication
Content Creation
Event Organization
Email copywriting & Marketing
Project Management

SUMMARY

Surprise mom at twenty, I discovered that nothing is solid and everything can change.

Alternating day optimist and Communication Enthusiast.

Throughout my professional and personal life, I have cultivated a deep passion for communication in all its forms, both written and oral. I firmly believe in the power of clear and effective communication to build bridges, foster understanding, and drive positive change.

I have a strong experience in healthcare communication and engagement.

EDUCATION

SOCIAL MEDIA LIVE PROGRAM BY LUCA LA MESA -2024

Update course

Continuous training course on social media and digital marketing

SOCIAL MEDIA TRAINING COURSE BY LUCA LA MESA ACADEMY 2021-2023

Social media and communication course

Social media marketing, copywriting, social media managing, content creation

UNIVERSITY OF FLORENCE 2018

Master's Degree in Public and Political Communication Strategies

Graduated with honors (110/110)

UNIVERSITY OF FLORENCE 2014

Bachelor's Degree in International Studies

Graduated with 105/110

LANGUAGES

- Italian (native)
- English B2
- Spanish B1

IT SKILLS

- MS Office (Word, Excel, Powerpoint)
- Wordpress (basic)
- Social media & ADV
- Canva
- Google ADS & Google Analytics (basic)
- Mailchimp

SOFT SKILLS

- Flexibility
- Problem solving
- Ability to work independently and as part of a team
- Proactive and results-oriented
- Attention to detail

WORK EXPERIENCE

HELAGLOBE | AUGUST 2021-PRESENT

Healthcare Communication Consultant, Copywriter & SMM

Skills: Web Copywriting (websites, Informational articles, blog posts, social media copywriting, print materials, e-mailcopywriting etc.) Social media management, project management, communication & sensibilization campaign on different disease and disabilities.

MCO INTERNATIONAL GROUP | FEB 2019-AUG 2021

Junior Project Manager & Social Media Manager

Skills: medical event organization, corporate event organization, event management, social media managing, copywriting.

MCO INTERNATIONAL GROUP | SEP-DEC 2016-2018

Event Organizer for World Diabetes Day (in Italy)

Skills: Communication, event management, Coordination of many events on italian territory.

HAB EVENTI | JAN - SEP 2016

Intern

Skills: Event managing, communication, Participant and guest welcome and management

COMUNE DI FIRENZE | JAN - SEP 2016

Intern

Skills: communication, writing, blog posts, journalism

SKILLS

- **Copywriting:** Craft clear, concise, and persuasive texts for various media (websites, social media, blog posts, email, brochures, etc.), create SEO-friendly content that meets user needs and improves online visibility, write articles, blog posts, landing pages, advertising texts, and website content, master storytelling techniques to engage and retain audiences.
- **Social Media Managing:** Create and manage profiles/pages on major social networks (Facebook, Instagram, LinkedIn, Twitter, etc.), define channel strategies and goals based on target audience research and continuous insight analysis, design and implement social media marketing and sponsored campaigns, manage and optimize advertising budgets, monitor and analyze social channel performance.
- **Graphic Design** (basic): Create social posts, images, programs, short videos, promotional materials, and corporate presentations with Canva.
- **Project Management:** Planning, execution, and evaluation of projects, define objectives and priorities, Coordinate with suppliers and partners, Manage logistics and budgets.
- **Email Marketing:** Creation and management of newsletter and email campaigns with Mailchimp and Mailup
- **Event Management:** Planning and organizing events

HOBBY & INTERESTS

I love painting, traveling, reading, but most of all spending time with my daughter and the people I love who enrich my time. They love me and hate me because I can never sit still. I only rest by not resting.