



Contact

+393394657022 (Mobile)
luisacalomino@gmail.com

www.linkedin.com/in/
luisacalomino (LinkedIn)

Top Skills

Content Management
Digital Communication
Web 2.0
SEO/
Web Analytics
Corporate Communication
CMS
Shopify

Languages

English (Professional Working)
Spanish (Limited Working)

Certifications

Google Analytics base
Google Analytics

Luisa Calomino

Communication manager
Florence, Tuscany, Italy

Experience

Homina srl

Communication Manager
October 2023 - Present

- Corporate Communication
- Media relation
- Content management
- Content curation, both online and offline: writing and editing
- E-commerce management
- Social media copywriting and community management
- Email marketing
- Events planning and organization.
- Media relations and press conferences

Gucci SPA

Communication & Content Consultant -
GucciTech-October 2018 - September 2023

- Guidelines, Tutorial, Video tutorial, Video promo
- Brochure, Product-sheet, whitepaper content and editing
- Support to Internal communication tool

Register.it SPA

Communication and content specialist
October 2008 - May 2018

- Content & Copywriting for Register.it products: www.register.it ,
www.nominalia.com ,
www.amen.fr, www.amen.pt
- Translations and localization content in Pu teams following Agile
Methodology
- Writing and editing blog content/posts on CMS WordPress, Joomla,
Drupal, Magento
- Monitoring blog traffic via Google Analytics.

- Communication Plan offline and online
- Social Media content on Social network profiles
- Planning and managing localization translators
- Data Analysis
- E-mail marketing
- SEO copywriting
- SEM

Dada SPA

Community & Related Content Specialist

November 2007 - October 2008

- Monitoring control panel content analysis and control media
- Legal and content moderation blog / post / comments
- Monitoring Splinder Community bloggers
- Policies and legal content
- Managing and monitoring Splinder users
- Collaboration Market Analysis
- Monitoring Platform autoblog.it (www.blog.it)
- Data analysis by Google Analytics
- Design and Implementation Guidelines content platform Splinder (www.splinder.com)
- Monitoring Dadanet Community users

United Communication srl

Copywriter

October 2006 - November 2007

- SEO tasks
- Content Management
- SEO Copywriting activities
- Communication design
- Copywriting tasks

Novartis Vaccines & Diagnostics SPA Public

Relations & Corporate Communication Specialist

May 2003 - June 2005

- Organization of Meetings, Workshops and Trainings
- Content management of intranet site

- Writing newsletter
- Six Sigma Methodologies Process Improvement Projects cooperation
- PR campaigns to launch products.

Comune di Siena Ufficio Relazioni con il Pubblico

Press officer junior

October 2002 - April 2003

- Press Office tasks
- Collaboration on new website project to promoting tourism in Siena
- Coordination and update database

Comune di Certaldo Ufficio Relazioni con il Pubblico

Press officer junior

September 2001 - September 2002

- Front-office activities: consulting on the draft European Union funding
- Back-office operations: database update
- Data collection and project management "Infocirco" to create a website dedicated to the youth from Empoli to Val d'Elsa cities
- Marketing Communication about tourism in Tuscany

Education

Learnn

SEO, Seo · (June 2023 - July 2023)

Learnn

Copywriting avanzato · (April 2023 - May 2023)

Scuola Holden

Digital & transmedia storytelling · (January 2023 - January 2023)

Scuola Holden

Content Design, Content · (December 2022 - December 2022)

University of Siena

Communication & Advertising Degree

Siena (1995 - 2001)

University of Siena

Master Corporate Communication

Siena (2007 - 2008)

I authorize the processing of my personal data in accordance with Legislative Decree 196 of 30 June 2003 and Art. 13 GDPR EU Regulation 2016/679 for the purposes of personnel search and selection.