



WALTER GIOVANNI GRILLO

CONTENT CREATOR - SMM - COPYWRITER

CONTACT

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PROFILE SUMMARY

I'm a Content Creator and marketing specialist. Holding a degree in communication sciences from the University of Pisa, I also had the privilege of directing Radioeco, the foremost Italian university radio, up until May 2023.

EDUCATION

2022 - 2023

MASTER IN CREATIVE DIRECTION

- IED, Milan
- Copywriting and Content Creation

2019 - 2022

DEGREE IN COMMUNICATION SCIENCE

- University of Pisa, Pisa

SKILLS

- Capcut
- Adobe suite (Ae, Ai, Ps, Pr, Id).
- Average knowledge of artificial intelligence programs (ChatGPT, Midjourney, Gemini)
- Soft Skills:* Strategic thinking, Collaboration, Empathy, Problem-Solving, Communication, Language proficiency

LANGUAGES

- Italian: Native
- English: Fluent
- Spanish: Basics
- French: Basics

WORK EXPERIENCE

Marketing Specialist/Copywriter

2024 - Present

Larin Group, *Belluno Italy*

- Expertise in crafting compelling copy for various marketing materials (e.g., advertisements, brochures, emails).
- Skilled in market research and analysis to identify target audiences and trends.
- Experience with content management systems (e.g., WordPress) for website maintenance and updates.

Content Creator

2021 - Present

Radioeco, *Pisa Italy*

- Managing an annual budget (10k€) for maintenance and field activities. Seeking and selecting sponsors and collaborations with national and international brands.
- Coordinated editorial areas: Blog, Broadcast, IT, and Social Media Manager.
- Covered national events including Lucca Comics & Games.
- Covered international events such as Eurovision Song Contest 2021 and UEFA EURO 2020.
- Podcasting

Group Leader

Summer 2022

Accademia Britannica, *New York USA*

- Led and managed 25 teenage boys during a two-week study vacation in New York, ensuring safety and adherence to schedules.
- Coordinated air travel for the group, ensuring smooth arrivals and departures while following travel protocols.