

Daniele Versace

Copywriter

23 August 1996
Based in Barcelona, Spain

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Experience

Arc's Design Turin, Italy	Creative Copywriter	Present Oct. 2022	Copywriting and creative strategy for the agency's international clients. Drafting of copy for shopper activations, websites, packaging, print adv, as well as newsletters and brochures.
Treatwell Barcelona, Spain	Content Specialist	Oct. 2022 April 2022	Carefully curating our partners' Marketplace presence, by creating a backend space, writing engaging copy to enhance conversion, and adhering to the brand's tone of voice.
Amenitiz Barcelona, Spain	Sales Enablement & Content Creator	April 2022 Nov. 2021	Created and deployed sales strategies: written content as sales emails, sales pitches and trainings. Analyzed said strategies' outcome and helped boosting productivity.
VIEW Conference Turin, Italy	Content Writer	Feb. 2021 Oct. 2020	Contributed to content writing for the company's social media profiles and newsletter. Sorted and organized files, spreadsheets and reports.

Education

Bachelor degree: communications Università Degli Studi Di Torino (Turin, Italy)	2022 2018
Licence: Communication et information Université De Paris VIII (Paris, France)	Jul. 2021 Jan. 2021
High School degree: I:T ITIS Pininfarina (Moncalieri, Italy)	2018 2013

Me and my skills

Experienced copywriter with a knack for captivating audiences through exceptional communication skills. Proficient in MS Office, Google AdWords, and strategic advertising. A detail-oriented professional driven to maximize productivity and deliver impactful results. My portfolio includes renowned brands like Lavazza, Pirelli, Ferrero, Ilva Saronno, and more. With a strong focus on crafting compelling copy, I am ready to elevate brands and drive their success through strategic and engaging messaging.

Languages

English Native Speaker	Italian Native Speaker
Spanish Advanced Speaker	French Intermediate

- Teamwork
- Critical Thinking
- Problem-solving
- Empathy
- Sales Background
- Content Creation
- MacOS
- MS Office
- CC Adobe
- Photography
- Canva