

# Maura Tomei

CONTENT DESIGNER, STRATEGIST,  
WRITER

"Happiness is my default position" (Toby Ziegler -The West Wing)

I'm a communication specialist and a professional writer. I help my clients to find and express their identity with a voice that represents them: unique, personal, effective. In my 10 years working as a strategic planner and copywriter in a communication agency, I developed specific expertise in public communication, with a special focus in tourism, sustainability, territorial promotion and enhancement.

In 2017 I decided to become a freelance consultant, and I've never looked back since.

I'm also: a banjo player, a podcast freak, a linguistics enthusiast and a books lover. In March 2020 I co-created an online project called Parole Smascherate to spread the love of literature and public reading and empower social contact during the Italian first lock-down.

You can take a look at my online portfolio on Behance: [www.behance.net/mauratomei](http://www.behance.net/mauratomei)

## My work experience

As a **freelance consultant** I work both with communication agencies and private companies.

### My main areas of expertise:

- content strategy, content design, content marketing
- copywriting
- micro-copy and UX Writing
- SEO writing
- video and radio script writing

### Some of the clients I worked with so far

- **Ki Comunicazione** - communication agency: digital and social media strategist, copywriter.
- **Ink Design** - communication agency: content strategist, copywriter.
- **BlueDog - Web Agency**: SEO copywriter.
- **Vector Robotics** - Drones building company: content strategist and copywriter for the new corporate website.
- **Milano Unica** - International high-end textile trade show: content strategist, social media specialist, copywriter.

### and before that...

#### **AB COMUNICAZIONI** - Communication agency *Strategic planner - Copywriter | 2008-2017*

In charge of the communication strategy for advertising campaigns, events, digital and multimedia projects. As a copywriter, I was also in charge of writing content for websites, social media, publishing, radio and video, public events.

Experience in speechwriting and ghostwriting, Press Office and PR.

#### Main projects/clients I worked for:

- Expo Milano 2015
- Ministry of Agricultural, Food and Forestry Policies, Ministry of Economic Development
- Lombardy Region (EFRD, ESF, DG of Environment, DG of Tourism)
- Liguria Region (EFRD), Puglia Region (EFRD), Calabria Region, Sicily Region
- Municipality of Milan

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## FA' LA COSA GIUSTA! - Critical consumption and sustainable lifestyle trade expo

Event and Project Manager | 2005 - 2008

Head of cultural and entertainment events, educational activities for children/schools.

Responsible for the engagement of the non-profit sector in the cultural activities.

Copywriter and content editor for advertising, press releases, brochures and website.

## FONDAZIONE CORRIERE DELLA SERA

Internship Event planning and management | 2004

Aide to general management, press office, content editing for the corporate website.

## My education

### POSTGRADUATE MASTER - Design and Management of Cultural Events

Università Cattolica del Sacro Cuore, Milano | 2004

Design and management of cultural and social events in the languages of theatre, dance, music, film, performance and visual arts. Corporate communication and marketing.

### HUMANITIES DEGREE IN ITALIAN LITERATURE

Università degli studi dell'Aquila | 2002

Degree in Comparative Literature, 110/110 cum laude. I concentrated my studies in Arts, Cinema and Theatre, in Italian, French and Spanish language and literature, in linguistic and Italian philology.

In 1999 I won a scholarship for the Erasmus Project and attended for nine months the University of Oviedo (Spain).

## Training courses, the most recent

- **Inclusive UX Writing** (2020)
- **LinkedIn Advertising Strategies** (2020)
- **LA PROF - Training school in political communication.** (2019).
- **Editorial plans:** how to design, produce and publish contents online and offline (2019)
- **Google Tools:** Analytics, AdWords, Tag manager (2018)
- **UX Writing :** writing for people(2018)

## Languages

I'm an Italian native speaker

Other languages:

- English - Proficient User, Level C1
- Spanish - Proficient User, Level C2
- French - Basic User, Level A2

## Something else about me?

As a writer, I excel at personalizing the tone of voice for each client and different contexts.

I'm good at public speaking and at conducting meetings.

Rational, analytical and open-minded: I always want to look at things from different perspectives.

**What my coworkers say about me:** that I can find the right words and ways to explain in approachable terms even the most complex issues.

**What my clients say about me:** that I'm fast and efficient - without ever compromising quality. And I'm able to astutely analyze their situations to define the best solutions.