

Sonia Vitiello - Content Designer

London [Website](#) [LinkedIn profile](#) [Email](#)

EXPERIENCE

TalenTeam- **Content Specialist**

London, January 2024 - Present

- Draft, edit, and publish Blogs and Articles in TalenTeam's website
- Refresh website copy using design thinking and AI tools (e.g., Lovable)
- Implement UX writing improvements and SEO
- Create mockups for external design agency
- Interview stakeholders and write reports
- Plan strategic campaigns e.g. product launch, services awareness and Company expansion
- Built and maintain internal content library
- Brand ownership

Adform - **Content Specialist**

London, December 2022 - September 2023

- Plan, create, and publish Partner Program learning content for all audiences.
- Developed and managed team SharePoint: documentation, mockups, feature updates, and maintenance
- Implement External website

Go Student - **Creative writing tutor**

London, September 2021 - December 2022

- Customising lessons for each student, making them interactive and creative.

Freelancer - **Content copywriter**

London, September 2021 - Present

- Writing and designing content for a variety of clients (B2B-B2C)

BLS Media - **Junior content copywriter and designer**

London, May 2021 - September 2021

- Planning and designing content for newsletters, webinars, and social media.

Martina London - **Social Media manager and content creator**

London, December 2020 - April 2021

- Outlining and building content for Social Media posts and stories.

Ryanair -**Flight attendant and cabin supervisor**

London, January 2019 - May 2021

- Customer service, Money handling, teamwork

EDUCATION

University of Genoa -**Master's degree** - July 2018

- International Communication, Journalism and Media

SKILLS

Content & Writing: Copywriting, Proofreading, Editing, SEO
Design & Web Tools: Figma, Wix, WordPress

Project & Team Management: Jira, Notion, Strategic Planning
Languages: Italian (Native), English (Professional), French (Advanced)