



STEFANO LOMBARDINI

COPYWRITER AND COMMUNICATIONS CONSULTANT

CONTACTS

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SERVICES

Strategic communication consultancy and copywriting for ad agencies, production houses and companies. | Naming and payoff for companies, products and services. | Creative concept, headline and body copy for print and billboard ads, events, POS materials. | Script for TV commercials, promos, corporate videos, web series and other video contents. | Radio spot. | Content for brochures, catalogs, folders, flyers, sales letters. | Content for websites and blogs, SEO optimization, campaigns on social media, article marketing, Direct Email Marketing, newsletters, landing pages, advergames, banners, Facebook and Google Ads. | Press releases, editorial, speeches, ebooks. | English-Italian transcreation. | Editing and ghostwriting.

EXPERIENCE

COPYWRITER AND COMMUNICATIONS CONSULTANT - 09/2011 - present

Freelance / Milan

Some clients: Verba DDB (Audi), Auge (Bulthaup), O-One/Industree (UnipolGlass, Smeg), Ogilvy (Fiat), Namics AG/Merkle (Victorinox), Scholtysik (Coop), Jungle (Meetic, Iliad), Alkemy (Hera Group), Era Design (Boehringer, KPMG), Tarpini Production (Barilla), Aspen&Partners (Nespresso, Pandora), Antiorario (Whirlpool, Celgene), WellCare (Coryfin), (H)Films (Poste Italiane)...

COPYWRITER - 10/2009 - 09/2011

Forchets / Milan

ATL, BTL and Digital for Bayer, Ikea, Sky, Samsung, RBA, Fnac, Ferrero, Fabbri Editori, Juventus FC, Legambiente...

COPYWRITER - 02/2009 - 09/2009

Saatchi & Saatchi / Milan

ATL e BTL for Zuegg, Amplifon, Regione Lombardia, Banca Intesa San Paolo, Bauli, Ferrero, Alpitour, Visa, Grazia...

COPYWRITER - 03/2008 - 12/2008

McCann Erickson / Milan

ATL e BTL for Upim, Algida, Martini, Microsoft, Sony Ericsson, Vodafone, Gazzetta dello Sport, Costa Crociere, Holiday Inn, Peroni, Durex, Dr. Scholl, Sauber, Beretta...

PAST EXPERIENCE:

copywriter internship at Nero su Bianco - Milan (10/2006 - 01/2007), press office assistant internship at Bocconi University - Milan (10/2005 - 01/2006), journalist at Centro Valle - Sondrio (01/1999 - 07/2000) and La Voce della Valchiavenna - Chiavenna (05/2007 - 02/2000).

EDUCATION

MASTER IN ART DIRECTION AND COPYWRITING - 03/2007 - 03/2008

POLI.design - Polytechnic University / Milan

MASTER DEGREE WITH HONORS IN COMMUNICATIONS (13/S) - 10/2003 - 10/2006

Catholic University / Milan

Thesis: "Le figure femminili nel cinema di Abel Ferrara", International Award Filippo Sacchi 2006/2007 for the best thesis on cinema by Sindacato Nazionale Giornalisti Cinematografici Italiani.

BACHELOR'S DEGREE IN COMMUNICATIONS (L-20) - 10/2000 - 10/2003

Catholic University / Milan

Thesis: "L'affaire Ultimo Tango a Parigi: anatomia di un film scandalo".

SCIENTIFIC HIGH SCHOOL DEGREE - 09/1995 - 06/2000

Liceo scientifico Leonardo da Vinci / Chiavenna

LANGUAGES

ITALIAN (MOTHER TONGUE), ENGLISH (FULL PROFESSIONAL PROFICIENCY)