

ROBERTA THOKOZILE MARTUCCI SCHIAVI

COPYWRITING – EDITING – COMMUNICATION–SEO

SKILLS

Editing
SEO/SEM
Proofreading
Transcreation
Content creation/Copywriting
QA Localization

EXPERIENCE

Freelance Content Writer, Editor, Proofreader, SEO Expert and Transcreator | 2011 - Present

Translator, editor, copywriter, transcreator and QA expert for several agencies and clients worldwide, mainly in the sectors of Business, Marketing, Media, Social media, Games, Information Technology, Travel, Social Media, Lifestyle, Fashion and Luxury.

More than 1,000,000 words written and edited to date.

End clients include **Expedia, Hotels.com, Swarovski, Rolex, Costa, Royal Caribbean, iRobot, Tetra Pak, Levis, Scotch & Soda, Nike, FedEx, Amazon** and many others

QA Localizer and Editor | Tumblr | 2015 - Present

QA localizer, content approval, content validation for the Italian section of Tumblr. Consistency and editorial checks.

CLIENTS & INDUSTRIES

Content creation, translation and SEO activities in the fields of Marketing, Business, Travel & Tourism, Lifestyle, Social Media, Fashion and Luxury

End clients include Nike, Scotch & Soda, Levis, Expedia, Hotels.com, Hostelworld, Bing, Kempiski Hotels, Royal Caribbean, Disney, Microsoft and Alcatel among



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LANGUAGES

Italian – Mother tongue

English – Fluent

Portuguese – Fluent

German – Intermediate

Press Office | FormulaPassion | 2014 - 2015

Organizational, communication and press support to major events with international audience, most notably Ayrton Senna Tribute 1994-2014 at Autodromo Enzo e Dino Ferrari.

Content Writer | Twago | 2014

Content creation for the online platform, SEO, blog management.

Freelance Web Writer | The Opinions Post | 2013 - 2015

Content creator and editor for the online magazine.

EDUCATION

Copy42 – SEO and Copywriting professional course

Subjects covered include Content Creation, Storytelling, Editing, SEO, Language Optimization, Writing for Social Media, Microcopy.

Master's in Clinical criminology, psychopathology and forensic science | 2018/2019 | University LUMSA

Subjects covered include Forensic Psychopathology, Neurosciences, Social Evaluation of Crime, Forensic Judicial and Prison Psychopathology, Organization of the Judicial System, among others.

[https://masterschool.lumsa.it/master_secondo_livello_criminologia-clinica_psicopatologia_scienze-forensi](https://masterschool.lumsa.it/master_secondolivello_criminologia-clinica_psicopatologia_scienze-forensi)

MA Communication and Journalism | 2007 | University of Rome "Sapienza"

Subjects covered include Journalism, Media, Semiotics, Linguistics, Communication Principles

Course in Freelance Journalism | 2008 | The University of Glasgow