

Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Daniela Fabrizia FERRANDO**
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E-mail danielafabrizia.ferrando@fastwebnet.it
Nationality Italian
Date of birth September 7th 1962
Gender F

Currently / Copywriter and consultant in corporate / digital communication, editor, transcreator, ghost writer, digital strategist

Occupational field IT services, marketing-communication & digital advertising

Dates Beginning 1998, to date

Occupation or position held **Free lance copywriter, editor-transcreator and consultant**

Main activities and responsibilities Concept / content / copywriting consultancy and communication project implementation.

Type of business or sector **Marketing and advertising, corporate communication, digital strategies, localization** for almost all business, institutions and industrial sectors - tourism included.

Copywriter and Consultant for **Master of Hospitality and Tourism Management at IULM University**, Milan and for **SDA Bocconi School of Management** – Executive Education sector.

Contributor/columnist at www.scattidigusto.it, www.blogvs.com, www.famelici.it on **travel, food, hospitality culture**. Inventing **cultural-experiential formats** is part of this activity.

Transcreator for international clients and leading international agencies **specialising in localization**. **Social media editor** for Sunsweet through WSI Dublin. **Italian Copywriter** in WSI Dublin team.

Dates	Concept in 2011, company since 2012 – closed in 2016, evolved in consultancy activity
Occupation or position held	Co-Founder at Eattwo – Projects on food as Marketing and Communication/ PR Manager
Main activities and responsibilities	Company concept and corporate identity and vision development; PR, Marketing and Communication management; invention of new food-experiential formats and events – from concept to execution.
Name and address of employer	www.eattwo.com , Viale Monza 170, Milan (I)
Type of business or sector	Eattwo: services, brands and innovation projects related to digital communication and marketing operations about food culture and experience – all targeted to the food/hospitality/tourism sectors.
Dates	Beginning 2004, to date
Occupation or position held	Consultant and copywriter
Main activities or responsibilities	Concept/content/copywriting, social media strategy, editing, translations
Name and address of employer	Master in Tourism Management – IULM University http://www.mtm.iulm.it/ .
Type of business or sector	Education (MTM is a post-graduate master)
Dates	1998 > Feb 1998
Occupation or position held	Marketing Promotion Copywriter (from Junior to Senior)
Main activities and responsibilities	content/copywriting of direct marketing campaigns – editorial products
Name and address of employer	Reader's Digest Italy – Selezione dal Reader's Digest
Type of business or sector	Publishing – Direct Marketing
Education and training	
Dates	1991 >92
Title of qualification awarded	Progetto Marzotto
Principal subjects/occupational skills covered	Fashion journalism and communication
Name and type of organisation providing education and training	Marzotto Group (fashion-textile industry)
Dates	1988 > 89
Title of qualification awarded	1° Master in Direct Marketing
Principal subjects/occupational skills covered	Overall direct marketing related subjects
Name and type of organisation providing education and training	AIDIM – Italian Association for Direct Marketing
Dates	1981 > 1987
Title of qualification awarded	Degree in Humanities, general linguistics
Principal subjects/occupational skills covered	Ancient Greek, Latin, glottology, philosophy, semiotics, linguistics and more classical subjects as Greek and Roman art, history and literature etc etc
Name and type of organisation providing education and training	Università degli Studi di Pavia
Level in national or international classification	Degree/arts degree

Personal skills and competences

Mother tongue(s) **Italian**

Other language(s)

Self-assessment

European level (*)

English

French

German

Understanding		Speaking		Writing			
Listening		Reading		Spoken interaction		Spoken production	
	C2		C2		C2		C2
	B2		B2		A2		B1
	A2		B1		A2		A2

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences Networking, motivating, event organizing, team building, community building and growing, events

Organisational skills and competences In my field I can be a connector from concept to project implementation both as a client and as a service provider. This includes the creative process - be it editorial, digital publishing and production, or multimedia advertising – including social media initiatives. I'm a natural networker and a social media activist.

Technical skills and competences Brainstorming, concept focusing and concept > vision development, business planning, content architecture design, briefing, copywriting, editing, transcreating (i.e. localizing), branding on a range of media – traditional and digital. All of this, also in remote mode – as I did with many of my clients.

Computer skills and competences Windows, Office, Internet, CMS, blogging and web editing, main social media activities/membership, basic Photoshop, Prestashop (e-commerce websites builder) good mastery of **Wordpress**.

Artistic skills and competences Sketching for rough layouts, classical music repertoire knowledge, passion for fine arts and contemporary photography, deep interest in food design.

Other skills and competences Knowledge on fashion doll collecting, culture and social diffusion – this brings to me interesting network building and consultancy interventions as in a series of videos produced by deabyday.tv (De Agostini Group) in Italy or barcamps (fashioncamp 2010 and 2011) or radio broadcast (es RSI) – all of them, reachable from my blog.

Driving licence no

Additional information

Swimming and fashion doll culture are among my passions. The dollcultural universe has almost been my second identity, as I

- have a **bilingual blog since 2007**, <http://dollculture.blogspot.com/>
- published a quarterly fanzine (downloadable for free from my slideshare page)
- co-managed a collectors club, i.e. Doll Collectors' Club Italia
- organized and promoted collectors' events in Italy
- wrote a book, <http://www.danielaferando.com/en-variations-vintage.html>
- was a columnist on fashion magazine <http://www.fashionblabla.it/>, inventing and curating a dollcultural column called **I-dolls**

This passionate interest has frequently allowed me to experience dynamics and to experiment strategies also applicable to my main profession.

Pls find me also on:

- LinkedIn > <http://www.linkedin.com/in/danielaferando>
- Slideshare > <http://www.slideshare.net/DCCI>
- Instagram / Twitter [@danielaferando](https://www.instagram.com/danielaferando)