



ella marciello

CREATIVE DIRECTOR | COPYWRITER | DIGITAL STRATEGIST | DOCENTE



FIND ME ON 

SKILLS

Copywriting	● ● ● ● ● ●
Creative Writing	● ● ● ● ● ●
SMM	● ● ● ● ● ●
Community Management	● ● ● ● ● ●
Advertising	● ● ● ● ● ●
Social Media Adv	● ● ● ● ● ●
Social Media Mktg	● ● ● ● ● ●
Marketing	● ● ● ● ● ●
Content Marketing	● ● ● ● ● ●
Mktg Communication	● ● ● ● ● ●
Press Relation	● ● ● ● ● ●
Storytelling	● ● ● ● ● ●
Digital Strategy	● ● ● ● ● ●

EDUCATION

LICEO SCIENTIFICO E. MAJORANA

Diploma

UNIVERSITÀ DEGLI STUDI DI TORINO

Corso in Lettere- Letteratura Comparatistica

PHOTOSHOP AND IMAGE EDITING

2008

ASSISTENTE EDUCATIVO

2010

CORSO DIGITAL COMMUNICATION

2011

CORSO PERSUASIVE COPYWRITING

2015

CORSO ENGAGEMENT MKTG

2016

CORSO SEO

2017

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WORK EXPERIENCE

RIBELLI DIGITALI
Oct 2019- present

RIBELLI DIGITALI
Oct 2018- Oct 2019

SHOPIFY
July 2019- present

LATERAL GROUP
March 2019- present

IÉD
Dec 2018- present

DOT ACADEMY
Oct 2018- present

ARTEMIDE
Nov 2017 - present

NINJA MARKETING
Nov 2017- present

INSTANT LOVE
Jan 2018- oct 2018

TEDX TORINO
May 2017- Oct 2018

SINGLE ITALIA
June 2015- Jan 2017

SEOLAB
June 2015- Dec 2016

ELIANA MONTI SRL
Oct 2013- Jan 2017

4BEARDS
Sept 2015- June 2016

KEENERGY
March 2014- Sept 2015

MARINA ABRAMOVIC INSTITUTE
My 2014- July 2014

CREATIVE DIRECTOR

COPYWRITER-DIGITAL STRATEGIST

WEB EDITOR

SENIOR COPYWRITER- SOCIAL MEDIA MARKETER

TEACHER- SOCIAL MEDIA ADVERTISING

TEACHER- SOCIAL MEDIA & WEB MARKETING

TEACHER- SOCIAL MEDIA | WEB COPYWRITING

COPYWRITER

SENIOR COPYWRITER- SMM

COPYWRITER

COPYWRITER- SMM

WEB COPYWRITER

COPYWRITER- PRESS OFFICE- CONTENT EDITOR

COPYWRITER- SMM

PRESS OFFICE MANAGER

FREELANCE WRITER

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WORK EXPERIENCE

NEWMUSH
2012-2013

CONTENT EDITOR

FREELANCE
2010-2014

COPYWRITER- CONTENT EDITOR

VARI COMPLESSI SCOLASTICI
2010- 2013

EDU ASSISTANT

EMME&EMME
2008-2009

SALES OFFICE

EUROPEAN T. FOUNDATION
2006-02007

EXECUTIVE OFFICE

CENTRO CONGRESSI LINGOTTO
2005- 2006

HOSTESS- RECEPTIONIST

BEFORE

**EDU TUTOR
SHOP ASSISTANT
FOOD & HOSPITALITY**

LANGUAGE SKILLS

Italian ● ● ● ● ●

English ● ● ● ● ●

French ● ● ● ■ ■

THINGS I'M PASSIONATE ABOUT

Contemporary Art

Cinema

Literature

Snorkeling

Contemporary Dance

Whales

Psychology

Sociology

ONE QUOTE TO LIVE BY

Ever tried. Ever failed. No matter. Try again. Fail again.
Fail better.

S. Beckett