


# Daniele Loddo

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## Summary

Versatile copywriter skilled in crafting, transcreating and sub-editing ad-hoc high-quality digital materials for the Italian market. This includes web content, blog articles, emails, newsletters, articles, social media posts, ads and product descriptions. Familiar with SEO practices. Advanced proficiency in all aspects of the Microsoft Office Suite and SDL Trados Studio. Experienced in writing detailed documents, client's samples and tone of voices while managing and contributing to high profile projects for major brands such as Vans, Roberto Cavalli, Neil Barrett, Eastpak, Timberland and Audible.

## Experience

### Italian localization specialist-Copywriter

PlanetArt

Jul 2020 - Present (1 year 11 months +)

- Transcreating and copywriting digital content (newsletters, marketing campaign, promotions etc) for the FreePrints products
- Localization from ENG to IT the range of FreePrints mobile apps (FreePrints, FreePrints Photo Tiles, FreePrints Photobooks)
- Proofreading the Italian Content

### Italian Sub-editor/proofreader

mylivn

Jan 2020 - Present (2 years 5 months +)

- Writing, rewriting, editing and proofreading content according to the target audience and TOV (emails, newsletters, iOS and androids app, marketing materials, etc.)
- Making sure that the house style is adhered to
- Managing the transcreation process with translators
- Organizing Writing Guides, Glossaries and translation memories to help translator in the transcreation process
- Tracking grammar, punctuation issues through the in-house CMS

### Italian Copywriter-Transcreator

Croud - Performance Marketing Agency of the Year

Aug 2019 - Present (2 years 10 months +)

- Transcreating and copywriting digital content, newsletters, meta descriptions for a variety of brands (Eastpak, Kipling, Levi's, Timberland, Audible, The North Face, Napapijri, Vans, Wrangler)
- Proofreading Italian content for clients presentation
- Crafting sample and brief for the new clients
- Localization from English to Italian
- Keywords Research and Localization for the Italian Market

- SEO Optimization



## **Italian Copywriter**

### **Stickyeyes**

Jun 2019 - Present (3 years +)

- Writing informative articles and blog post for a variety of niches (Sport, gambling, Technology)
- Researching information about the target audience and new topics
- Creating engaging copies for the Italian market
- Writing content that adhere to SEO practices



## **Marketing Consultant**

### **FL MARKETING LIMITED**

Jan 2015 - Present (7 years 5 months +)

- Post creation and management for social media including Facebook and Instagram.
- Translate, edit and proofread promotional materials and ad-hoc content for marketing campaign.
- Email localization.
- Website copywriting.



## **Content Assistant**

### **Snapfish**

May 2020 - Apr 2022 (2 years)

- Supporting the SEO Executive to create and help improve content and copy to maximize SEO performance
- Working with a range of Content Management Systems to update and publish content and products through the regional websites (IT/DE/FR)
- Assisting in the production of digital initiatives
- Localizing and copywriting content for the IT market
- Building new web pages using content management system

## **FF Italian Copywriter/Transcreator**

### **FARFETCH**

Sep 2017 - Apr 2020 (2 years 8 months)

- Crafting samples and briefs for clients
- Setting up the tone of voice for the Italian new brands' site (Modes, Neil Barrett, Roberto Cavalli, Eraldo).
- Ensuring tone of voice and terminology is kept consistent across the Italian language
- Tracking and sub-editing Italian content
- Working with other team members to complete special projects and to achieve project deadlines.

## **FF Content Translator**

### **FARFETCH**

Jun 2017 - Sep 2017 (4 months)

- Tracking and correcting defects of the product descriptions.
- Tracking and correcting any mistranslation of the Italian web content, editorials and social media posts.

- Translating a different range of content from English to Italian.
- Translating marketing emails following the firm's tone of voice.

## Education



**Università degli Studi di Urbino Carlo Bo**

Bachelor's degree, Sociology

## Skills

Localization • Copywriting • Italian • Web Content Writing • Marketing Copy • Terminology • Editing • SDL Trados • OMEGAT • Microsoft Office