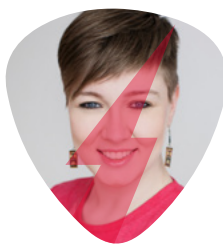


Patrizia Frattini HEADBANG MARKETING



ABOUT ME

Freelance since 2012, with previous experience as employee in marketing departments and magazines, I deal with Social Media Management, Copywriting and Brand Journalism, Marketing and Advertising Through The Line (TTL) and Below The Line (BTL). Team player addicted to lifelong learning, I work to always offer my customers something more than expected, with hard work, precision, sincerity and clarity in communication and goals.

I like to define my way of working "Headbang Marketing": solutions and strategies that will make you shake your head up and down, just like good music does.

TIMELINE



2003
Diploma
Liceo
Linguistico
D. Crespi,
Busto
Arsizio (VA)



2007
Graduation
Università
degli Studi
di Milano,
Beni
Culturali



2007-2010
Employee
in
marketing
dept.



2009-2011
Journalistic
apprenticeship



2012
Freelance



2015
Copywriter
and
Transcreator
in
Getty Images



2018
Social
Media
Manager
in Rockol



2019
Social
Media
& Digital
Manager
in IMARTS

I WORK WITH

gettyimages®

Rockol

IMARTS
INTERNATIONAL MUSIC AND ARTS

SEE MY PORTFOLIO
headbang.marketing/portfolio

CONTACTS

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🌐 www.headbang.marketing in [linkedin.com/in/patriziafrattini](https://www.linkedin.com/in/patriziafrattini) ✍ VAT IT07848390964

EDUCATION

- 2007 | Graduation in Beni Culturali, Università degli Studi di Milano**
Curriculum: Storia e conservazione dei beni teatrali, cinematografici e televisivi.
Grade: 110/110 cum laude.
- 2008 | Master's degree in journalistic and multimedia communication, Mediawatch, Milano**
- 2015 | Master's degree in journalism and music criticism, Centro Professione Musica, Milano**
- 2017 | Course "Copywriting, wherever you want to practice it", Creative Campus**
Held by Andrea Concato, copywriter, creative director, founding member of ADCI, Cannes Golden Lion Winner
- 2021 | Corso "Social Media Strategy: Creating Engagement, Insight and Action", MIT Sloan School of Management,**
business school of Massachusetts Institute of Technology in Cambridge.



HISTORY AND DETAILS

Immediately after graduating, in **2007**, I chose to make experience at work, starting as an assistant in the marketing department of Gidue S.p.A. It was there that I began to deal with the first tasks related to **marketing and communication**, such as writing articles to be submitted to sector magazines and curate the texts of the site.

Between January **2010** and December 2011, I turned my attention to **journalism**, ending the two years of practice in EdizioniBe, an online magazine. I then moved in 2011 to Leditore Srl, in the magazine "Ambientenergia". In addition to the drafting of articles, I immediately dealt with the website of the magazine and the **social networks**. I learn to select sources, evaluate data, write journalistic articles and also take care of communication on the web.

In **2012**, I joined the Order of Journalists and I become a **freelancer**, starting a collaboration with some web agencies (Telecom Design, UpValue and I-Glue). My tasks mainly include editing of websites and writing copy. It is a great training to develop **copywriting skills**. I continue the collaboration with them until 2016, at the same time also dealing with **marketing consultancy, social media strategy and ads management** for SMEs in the most diverse sectors.

Since **2015** I have been collaborating with **Getty Images** as **Transcreator and Copywriter**. My main responsibilities include: transcreation of marketing assets for global campaigns, leverage the creative concept of English source assets and trans-create/adapt it to Italian market in order to optimize local impact, write copy and propose creative concepts for marketing campaigns.

In **2018** I start collaborating with **Rockol.it** dealing with the social promotion of their content, especially on the occasion of special projects and collaborations with partners and customers. Over time, together with the Rockol team, I had the opportunity to collaborate on projects dedicated to other realities in the music sector, such as **DeAgostini Vinyl**.

Since **2019** I collaborate as **Social Media & Digital Manager** with **International Music and Arts (IMARTS)**, a company that deals with production and organization of concerts, theatre and dance performance and representation and artists management. For IMARTS I deal with the management of social channels, the management of Facebook Ads campaigns for the promotion of their events. Through them I had the opportunity to collaborate directly with the management of artists such as Asaf Avidan and Vinicio Capossela for the promotion of some of their projects.

CONTACTS

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HARD SKILLS

Social Media Strategy | Analysis of objectives and creation of a promotion strategy.

Piano Editoriale | The declination of the strategy in content, form and frequency of publication.

Facebook Ads | Creativity, audience targeting, A/B testing, conversion tracking.

Google Ads | Advertising for search and display network, keyword study, YouTube Ads.

Copywriting | Writing to sell is an important part of my job: websites, brochures, landing pages.

Brand Journalism | Clear and engaging storytelling to work on content marketing.

Email Marketing | Creation of newsletters, sales funnel, automation management.

SEO | Improve SERP positioning through analysis, keyword study and SEO Copywriting

Photoshop | Editing and adapting graphics and images to social formats

Video Editing | Video editing, adding graphics and animations, adapting videos to social use

Formatrice | Training for companies and business teams

Speaker | Participation in local and national training events (e.g. Web Marketing Festival 2017)

SOFT SKILLS

Communication | Demonstrated ability to communicate and collaborate with multi-disciplinary teams

Organizational skills | Including prioritizing, scheduling, time management and meeting deadlines

Problem Solver | Self-starter who can operate efficiently in any situation

Results oriented | An entrepreneurial way of thinking and a strong hands-on, results oriented mentality

Team player | Personal initiative, creativity, decisiveness and team spirit

Empathy | Supportive, attentive and loyal

Strategic Mind | Ability to think both strategically and tactically

Good eye for details | Strong attention to detail

Proactive attitude | Willingness to roll up sleeves and dig deep to achieve goals

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