

PERSONAL INFORMATION

Luigi Passarelli

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 www.mikrofilm.it

 Skype mikro.film

Sex Male | Date of birth 03/02/1978 | Nationality Italian, Austrian

POSITION

SEO Copywriter

WORK EXPERIENCE

01/09/2017–Present

SEO Copywriter

Great Ideas srl

SEO articles for a luxury e-commerce blog

www.aboutk1ds.com

01/07/2017–Present

SEO Copywriter

Habitissimo

SEO Articles for Construction and Building Restructuring website

www.habitissimo.it

01/06/2017–Present

SEO Copywriter

Colizzi Fotografi, Roma (Italy)

SEO Articles for Corporate Blog on the Wedding Theme

www.fotocolizzi.com

01/03/2017–Present

SEO Copywriter

Oggi Sposa, Roma (Italy)

SEO articles for thematic websites on marriage

www.oggisposa.itwww.fotografo-matrimonio.it

01/01/2017–Present

SEO Copywriter

AREF International, Roma (Italy)

SEO articles and texts for section news and communication from the main site

www.arefinternational.org

01/01/2017–Present

SEO Copywriter

Centro Medico Aricidiacono, Roma (Italy)

Texts and SEO Articles for Business Group Sites. Medical, welfare, work safety and wellness

www.centromedicoarcardiacono.it

www.studiomedicoaloe.it

www.medicinaadomicilio.it

www.logicaservizi.eu

01/10/2016–Present **SEO Copywriter**
NOVIA srl, Roma (Italy)
SEO texts for web sites

01/01/2013–Present **Copywriter**
Starbytes, Milano (Italy)
Naming, copywriting and corporate videos

01/01/2017–01/08/2017 **SEO Copywriter**
EXPO ADV, Bergamo (Italy)
Editing thematic guides in ebook
SEO texts

01/08/2016–01/08/2017 **SEO Copywriter**
I-Glue, Bologna (Italy)
SEO content for web sites

01/01/2010–31/12/2010 **Blogger**
Blog Publishing Ltd, Londra (United Kingdom)
Blog content for teatroblog.it

01/01/2007–30/09/2007 **Journalist**
www.boxoffice.com, Los Angeles (United States)
Articles for website www.boxoffice.com

01/04/2004–31/07/2006 **Journalist**
Novega Edizioni, Milano (Italy)
Articles and photos for monthly magazine

EDUCATION AND TRAINING

01/10/1998–02/07/2003 **Degree in Political Science** EQF level 7
UNIROMA TRE, Roma (Italy)
International Political Science

01/01/2005–01/03/2006 **Professional qualification in video editing** EQF level 3
Consepi, Roma (Italy)
Professional qualification in video editing

15/09/1992–01/07/1998

Scientific Secondary School

EQF level 4

Liceo Scientifico Primo Levi, Roma (Italy)

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B1	B1	B1	B1	B1
French	B2	B2	B2	B2	B2
German	B1	B1	B1	B1	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills Good communication skills acquired in journalism and copywriting

Organisational / managerial skills Autonomy, discipline and respect for deliveries as a remote worker

Job-related skills Great creative writing skills, editing and synthesis. Applying SEO techniques for texts with web destination

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Independent user	Independent user

Digital skills - Self-assessment grid

Video editing tool user, good HTML knowledge, CMS User