



MIRIAM PITTIONI

Senior Copywriter

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portfolio	takethecannoli.net
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instagram	/william_perry

GOOD STUFF

Italian, first al foremost.
 Afraid of spiders and sharks.
 Lover of horror movies and children's books.
 Empathetic and curious when I work on insights and audience needs.
 Problem solver and fast thinker when it comes to making things happen.

LANGUAGES

Italian	native language
English	fluent – TOEFL test 2017
Spanish	intermediate level

EXPERIENCE

Now
Sept 2018

Senior Copywriter

United Colors of Benetton

Social media, web content, direct marketing, advertising campaigns and live events
TOV strategy and cross channel consistency

Sept 2017
June 2013

Copywriter and Creative Strategist

AKQA

main clients	CPG & Entertainment
	Intesa Sanpaolo (X-Factor)
	Heineken
	Spotify
	Mastercard (Brit Awards)

June 2013
June 2011

Junior Copywriter and SMM

IMILLE

main clients	Barilla
	Bolton Group
	PepsiCo

Italian Art Directors Club Copywriter Award

June 2011
Feb 2011

New Media Specialist

Red Bull Italia

June 2010
Apr 2010

New Media Specialist

Speakage srl

EDUCATION

June 2018
Sept 2017

University of California - Los Angeles

School of Theater, Film and Television
Professional Program in Screenwriting

Feb 2009
Sept 2006

Carlo Bo University, Urbino - Italy

Bachelor's degree in Sociology and Advertising communication
Final Grade: 107/110

July 2006
Sept 2001

ITC A. Zanon, Udine - Italy

Secondary School Diploma in Languages and Economics Studies