



maddalena delli

shortcurriculumvitae

PERSONAL INFORMATION

Maddalena Delli
Italian citizen, single
born Florence, 31/08/1967
full clean driving licence, own car

✉ STUDIO

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OBJECTIVE

Contributing to the success of business and institutional services in the cultural, information and editorial fields

PROFILE

freelance journalist, writer, translator, copywriter, news- and web-master, graphic designer, marketing consultant

BUSINESS

- Journalists' Guild of Tuscany member no. 101615 since June 2003
- Vat registered freelance business since January 2006

QUALIFICATIONS

- Liceo Linguistico SS. Annunziata al Poggio Imperiale, Florence: awarded 60 out of 60 at the "Maturità Linguistica" school leaving exam (1986).
- Entered Cambridge Proficiency in English Examination in London: awarded Grade A (1987).

FURTHER TRAINING

- Press office management
- Business communication
- Tourist itineraries planning
- Local museum networks
- Museum educational services
- Tourist marketing
- Direct marketing
- Domain Name System
- Information architecture
- SEO
- Logo design
- Airport ground services

LANGUAGES

Italian (native)
English (fluent)
German (good)
French (good)

IT SKILLS

- advanced MS Windows, MacOS and Internet user
- MS Office (+ similar packages)
- FileMaker
- content management systems
- blogging platforms
- Adobe/Macromedia Suites
- Quark Xpress

JOURNALISM AND EDITING

- Regular contributor of the Italian monthly magazine "Toscana Tascabile". Areas of expertise include performing and fine arts, travel itineraries, folklore, culture, environment.
- Co-author of Time Out's guidebooks "Florence & the best of Tuscany" (6th edition) and "Florence Shortlist" (1st edition).
- Blogger, newsmaster and content manager at several websites in Italian and English about art, culture, travel, publishing, food, news and events.
- Author of on-line travel guides of Italian tourist destinations for Lastminute.com (Italian and English), Holidayautos.co.uk (English), and Shermanstravel.com (English).
- Content manager for the multimedia project on cd "Giorni di Toscana/Tuscany Days".
- Sub-editor and fact-checker for the 2007 and 2009 editions of the "Agenda della Stampa Toscana", a directory of useful contacts for members of the press in Tuscany.
- Occasional contributor for several websites in English and Italian, including a number of portals in the www.wayin.net network and www.exinthecity.com.
- Editor of several publications by Associazione Gruppo 334 (Florence) including the book "Brozzi 1944" about the final days of World War II in the area.
- Former feature writer in charge of the Culinary Travel section at Suite101.com
- Former project manager and editor of ViviFirenze, a bi-monthly English language magazine for foreign students in Florence (resigned in 2004 to go freelance).
- Former member of the Editorial Tourist Board and contributor of Biblio, a US-based international magazine for bibliophiles and book collectors (over the whole lifespan of the magazine, 1996-1998).

COPYWRITING AND TRANSLATING

Freelancer for a range of clients in the travel, tourism, culture, education, IT, business and consultancy sectors, including projects on behalf of partner web agencies wws.it, vjw.it and ilogo.it. Services include translation from and into English of business, technical and tourist copy, localization of web sites; SEO; print and internet content, print and internet copy, sales copy; photography; PR campaigns, press liaising; data management.

WEB AND GRAPHIC DESIGN

- Graphic design and layout setting of "VerdeBlu", an institutional magazine published twice yearly by the Comunità Montana Val di Bisenzio (Prato).
- Design of logotypes, promotional material and exhibition catalogues for Associazione La Città dell'Arte (Colle di Valdelsa, Siena).
- Web design credits include piattitoscane.it, santitoscane.it, autoscuolailvolante.it, exhibitions.it, mediciesalute.it.
- Web Writing, SEO, Usability, Web Project Management, CMS and Information Architecture teacher for adult students.

FORMER EXPERIENCE

- English and computer teacher for individual students and small groups
- Tourist guide and museum attendant
- Erasmus student services officer at the University of Florence

SKILLS AND RESOURCES

Pride in timely delivery of quality original content in compliance with client's guidelines and house style.

Experienced in several media and able to produce/adapt copy for different purposes. Motivated, highly organized, reliable, strong work ethic; open-minded and with a problem-solving attitude; fast learner, capable of working well under pressure and meeting tight deadlines, able to work both independently and in a team.

Able to communicate effectively and maintain confidentiality, good listener, fine telephone manners, appropriate etiquette, excellent written and oral communication skills. Confident in grammar, spelling, punctuations and vocabulary. Keen eye for detail, scrupulous fact-checker, solid editing and sub-editing experience.

Fully equipped office, state-of-the-art technology, extensive library and photo library, twelve years' worth of easily retrievable and carefully filed press folders and information miscellanea, constant contact with relevant press offices and institutions.