



maddalena delli

shortcurriculumvitae

PERSONAL INFORMATION

Maddalena Delli
born Florence, 31/08/1967
Italian, single
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,
copywriter, translator,
webmaster, graphic designer
and marketing consultant

BUSINESS

- Journalists' Guild of Tuscany membership 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).

VOCATIONAL TRAINING

- Press Office Management
- Business Communication
- Tourist itineraries planning
- Local museum networks
- Museum educational services
- Tourist Marketing
- Direct Marketing
- Library and archives management
- Domain Name System
- 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
- Macromedia Studio
- Adobe Suite
- Quark Xpress
- Lotus Notes

JOURNALISM AND EDITING

- Regular contributor of the monthly magazine "Toscana Tascabile". Areas of expertise include performing and fine arts, itineraries, folklore, culture, wine and food, environment.
- Co-author of the 2008 edition of Time Out's "Florence & the best of Tuscany" guidebook.
- Editor of exhibitions.it, a web site specialising in art news and events.
- Editor of travelbooks.it, a blog about travel books and travel narratives.
- Editor of santitoscani.it, a website collecting the contents of one of my regular columns on Toscana Tascabile (about local saints).
- Editor of provenza-costazzurra.it, a travel website for the French Riviera.
- Content manager for tourist accommodation websites www.terredimugello.it and www.hotelcolumbia.si.it (under development).
- Content manager for the multimedia project on cd "Giorni di Toscana/Tuscany Days".
- Sub-editor and fact-checker for the 2007 edition of the "Agenda della Stampa Toscana", a directory of useful contacts for members of the press.
- 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 project manager, editor and staff contributor of ViviFirenze, a bi-monthly English language magazine for foreign students published in Florence by Mega Review srl (resigned from the post in late 2004 in order 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 in 1996-1998).

COPYWRITING AND TRANSLATING

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

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 www.exhibitions.it, www.glossari.it, www.hotelcolumbia.si.it, www.mediciesalute.it, www.ilogo.it.

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 work complying 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, ten years' worth of easily retrievable and carefully filed press folders and information miscellanea, constant contact with relevant press offices and institutions.