



# Michele Gioele Chiaramida

Copywriter, Social Media Manager

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## Profile

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After getting my **Short Degree in Communication Sciences** at the best public university in Italy (**Alma Mater Studiorum, Bologna**), I continued studying **Social Networks, Semantic SEO** and **Copywriting** on *Start2impact*.

Thanks to **420.mt**, I developed new skills and discovered fantastic digital tools. As a result, even if I still have much to learn, the company that gives me a chance will have a **trustworthy partner**, focused on achieving the **company's goals** and always ready to propose **improvements** and **creative ideas**.

## Professional Experience

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**Digital Marketing Intern, 420.mt** [↗](#) 09/2022 – 03/2023 | Naxxar, Malta

Thanks to my background, I was selected to participate in the **'Move On'** project, promoted by the **EU** and the **Sicilian Region**.

Each winner was able to improve their skills at **green and sustainable companies**.

I took care of **blog posts, captions, negotiations** with suppliers, **SEO-optimisation** of product sheets, **product uploads, market research** and **competitor analysis**.

**Promoter, Consorzio di Tutela IGP - Pomodoro di Pachino** [↗](#) 07/2015 – 07/2022 | Pachino, Portopalo, Italy

Each summer from 2015 to 2022 (except for the Covid period) I fostered the best product in my area, **Pachino Tomatoes**, at promotional stands. Skills learnt: **public speaking, stress resistance, teamwork**.

**Social Media Manager** 2022 | Pachino, Italy

Before arriving in Malta, I **managed** a couple of social accounts for **local activities**.

**University Internship, La Nuova Ferrara** 12/2019 – 01/2020 | Ferrara, Italy

I took care of **news research, interviews** and **newspaper articles**.

## Education

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**Short Degree, Alma Mater Studiorum** 09/2017 – 11/2020 | Bologna, Italy

I finished my studies on schedule. The subjects I excelled in are **Political Semiotics and Storytelling, Tv Languages** and **General Sociology**. My dissertation compared the oldest news programme in Italy (**TG1**) and the most **innovative (TGLa7)**.

**High School Diploma - Classical High School, Michelangelo Bartolo** 09/2012 – 07/2017 | Pachino, Italy

In addition to being **one of the best students** in my class, I was **elected school representative twice in a row** due to my **seriousness** and **dedication to work**.

## Courses

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**Digital Marketing**, *Start2impact*

2022 | Online

Basis of Semantic SEO, Copywriting and Social Network Management.

## References

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**Alan Attard**, 420.mt

**Sebastiano Fortunato**, Consorzio di Tutela IGP - Pomodoro di Pachino

## Skills (Beginner)

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WooCommerce, Meta Business Manager, AI Tools (Copy, Images, Videos), Canva, CapCut

## Languages

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**Italian**



**English**



B2 Certified by ESB

## Driving License

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**Italian Driving License**

Am, B

## Interests

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Reading, Watching Podcasts