

ALESSIA BISINI

FREELANCE WRITER AND PUBLICIST MILANO, ITALY (AVAILABLE FOR REMOTE WORK WORLDWIDE) +393348698048

DETAILS

Milano
Italy (available for remote work worldwide)
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LINKS

My portfolio

SKILLS

- Ability to Multitask
- Ability to Work Under Pressure
- Ability to Work in a Team
- Analytical Thinking Skills
- Time Management Skills
- Problem Solving Skills
- Content Writing
- Content Marketing
- Interview Skills
- Communication Skills
- Editing Skills
- Adobe Photoshop
- Adobe Suite

HOBBIES

Travelling across the world, dancing, going to the cinema. I'm also an avid reader with a penchant for thrillers and a huge fan of musicals.

LANGUAGES

- Italian
- English
- Spanish

PROFILE

I'm a freelance writer and publicist with over eight years of experience writing and managing content for numerous Italian online publications, working closely with independent labels and emerging artists on single, EP, and full album campaigns.

Since 2014, my writing has focused on music, entertainment, and pop culture.

I have been featured on numerous websites including Newsic, Mi-Tomorrow, HeyJude Magazine, Punk Head, and most recently Empoword Journalism. I also launched my own PR agency, Busy Press, in June 2022.

Feeling confident enough to write in English, I have finally decided to broaden my horizons and embark on a new writing adventure. Let's see where this new chapter takes me!

EMPLOYMENT HISTORY

Freelance Writer at Self-Employed
February 2023

- Writing articles, op-eds, features, and listicles on music, entertainment, and pop culture. Bylines: Punk Head, Empoword Journalism.

Freelance Writer and Editor at HeyJude Magazine, Milano
July 2022 — Present

- Collaborate with other departments and teams to identify useful content ideas and map out strategies.
- Write breaking news, op-eds, features and conduct interviews with some of the most exciting artists in the Italian music industry.
- Remain flexible, adaptable, and committed to succeeding.
- Represent the company at press and trade events.
- Voice over the company's contents on Instagram and Tik Tok.

Press Office at Busy Press (Self-employed), Milano
June 2022 — Present

- Work closely with independent labels and emerging artists across single, EP and full album campaigns.
- Build positive and trustworthy relationships with key people in the Italian music industry and across the music media.
- Manage multiple artist campaigns or projects, securing press features, interviews and social media contents, through online publications and influencers.
- Gain experience with new technology and digital platforms.
- Build a strong network of publications and brand outlets.
- Enhance my social, interpersonal and communication skills.

Freelance Contributor at Cromosomi Media, Milano
March 2021 — November 2022

- Wrote single/album reviews and op-eds about major music events in Italy.
- Utilized excellent interpersonal communication skills.
- Utilized effective time management skills.

Russian

- Brought forth a passion and dedication for the independent music scene.
- Worked with web staff to develop more invigorating web content.

Freelance Writer and Editor at Stefanofisico.it, Milano
September 2021 — September 2022

- Wrote breaking news, features and conduct interviews with Italian and international artists.
- Engaged with readers by answering questions and keeping the dialogue open.
- Conducted interviews with Mi-Tomorrow (a local Italian publication which covers every topic regarding my hometown: Milan) with some of the most promising musicians in the Italian music scene and established international artists, such as Duran Duran and Purple Disco Machine.

Freelance Writer and Editor at Newsic, Milano
March 2021 — September 2021

- Wrote breaking news, album reviews and conducted interviews with up and coming talents.
- Utilized innovative thinking skills to produce fresh and interesting content, which helped us cover both Italian and international artists.
- Brought forth a self-motivated attitude, conducive to working at home.
- Utilized excellent interpersonal communication skills.
- Utilized effective time management skills.
- Represented the company at press and trade events.

Promotion Manager at Eclectic Music Group Srl, Milano
May 2020 — August 2020

- Worked closely with Unit Manager to ensure timely completion of administrative tasks.
- Worked well independently and also with others.
- Continually worked to drive brand advocacy and business value.
- Improved the company's Instagram, Twitter and Facebook accounts by implementing a well-thought strategy to promote its artists and their projects.
- Slashed with expert level proficiency in daily operations, and addressed any challenges with optimism and drive.

Freelance Writer and Social Media Manager at Inside Music , Milano
November 2019 — April 2020

- Wrote breaking news, op-eds, features and conducted interviews with some of the most exciting artists in the Italian music industry.
- Successfully managed freelance authors and helped with the development of stories.
- Covered the 2020 edition of the most thrilling, characteristic and popular Italian music contest: il Festival di Sanremo.
- Represented the company at press and trade events.
- Helped running the company's social media (Facebook, Twitter and Instagram).

Freelance Writer and Social Media Manager at Ginger Generation , Milano
February 2015 — October 2018

- Wrote breaking news, op-eds, features and conducted interviews with some of the most exciting artists in the Italian music industry.
- Oversaw the company's Instagram, Twitter and Facebook accounts.
- Worked with the overall mission of the company in mind and sought to effectively represent and promote its true brand and values.
- Partnered with the Editor in Chief and Senior Project Manager to define project goals and establish a timeline and plan to achieve them.
- Represented the company at press and trade events.
- Helped running the company's social media (Facebook, Twitter and Instagram).

EDUCATION

Freelance and Feature Writing, London School of Journalism
October 2022 — October 2024

I'm currently attending a distance learning program in Freelance and Feature Writing at the London School of Journalism. It covers the whole field of modern freelance writing and it's giving me the opportunity to learn more about the world of international journalism, its responsibilities and ethics.

MA in Music Business , Catholic University of the Sacred Heart, Milano
November 2018 — November 2019

My Master of Arts provided me with all the main tools and practical skills to succeed in the music industry. I graduated with honors by writing a dissertation about Spanish singer Rosalía's evolving songwriting process in the "making of" her first two albums: "Los Ángeles" and "El Mal Querer".

BA in Foreign Languages, Communication and Media, Catholic University of the Sacred Heart, Milano
October 2014 — April 2018

My BA allowed me to pursue my main interests, such as foreign languages and cultures (I majored in English and Spanish), while giving me loads of insights into all the theoretical aspects of communication with a primal focus on journalism and social media management.

INTERNSHIPS

Promotion Manager at Halidon Srl, Milano
May 2019 — September 2019

- Worked with the Office Manager to schedule appointments and company meetings, sign contracts.
- Joined the A&R Department, making sure to find new exciting talents across the globe.
- Got to work on multiple releases and a wide range of music genres.
- Implemented new solutions to engage and enhance Halidon's main YouTube Channel and its community.

Journalism Internship at RoosterGNN, Madrid
July 2016 — July 2016

- Brought forth a passion and dedication for honest journalism.
- Learned how to conduct interviews, pitch a story, write breaking news, op-eds and features.
- Became proactive, quick-witted and extremely committed in executing every task I was assigned.

EXTRA-CURRICULAR ACTIVITIES

Book Club Coordinator at JOI - Jewish, Open and Inclusive, Milano
November 2020 — December 2021

- Chose books and topics of discussion with the others coordinators.
- Led discussions at monthly meetings.
- Maintained order at meetings.
- Made copy of Club rules available to all members.
- Maintained Book Club membership list.
- Made sure that everyone joined the conversation during the sessions and found JOI's Book Club a safe space to talk about their identity.

COURSES

Two-Week Journalism Course, TPI Magazine
April 2017 — April 2017

Spanish Language Course, Instituto Miguel Cervantes
November 2013 — November 2013

Russian Language Course, Saint Petersburg's School of Russian
March 2013 — March 2013

English Language Course, Oxford School of English
March 2012 — March 2012

Intensive English Language Course, British Council
September 2011 — June 2012