

# NATALIA CAPUTI

## SEO COPYWRITER & SOCIAL MEDIA DIRECTOR

I am a Copywriter and Social Media Manager specializing in persuasive writing and SEO-focused content creation. I oversee social media platforms and manage advertising campaigns using Business Manager and Google Ads. My approach is strategically driven and results-oriented.



### SPECIALIZATIONS

- Social Media Strategist
- Content Producer
- SEO Copywriter
- Email Marketing
- Article author
- Landing Page and Advertorial Development
- Translator (languages: English, French)
- Editing in photographs and videos

### INFORMATION

Place of birth: Molfetta (BA)  
Date of birth: February 26, 2000  
Place of residence: Rimini (RN)

Personal vehicle: Driving license B

### CONTACTS

+39 3898747316  
Via Antonio Fogazzaro, 3  
47924 Rimini

nataliacaputi.smm@gmail.com

### EDUCATION AND TRAINING

#### University of Bologna

FACULTY OF INTERNATIONAL AND  
DIPLOMATIC STUDIES

2018 – 2021

#### Demonstrating proficiency in the following language skills:

ENGLISH  
FRENCH  
RUSSIAN  
PORTUGUESE

#### Skills:

- SPEED OF RESPONSE AND DOCUMENTATION
- COLLABORATIVE EFFORT, SHARED OBJECTIVE FORMULATION
- PUNCTUALITY IN THE COMPLETION OF ASSIGNED TASKS
- DEVELOP ADVERTISING CAMPAIGNS FROM SCRATCH
- ASPIRATION TO PERPETUALLY ENHANCE AND EXPAND MY KNOWLEDGE
- UNDERSTANDING OF TRENDS AND THE FUNCTIONING OF INSTAGRAM, FACEBOOK, AND TIKTOK ALGORITHMS
- UTILIZATION OF SEO RESEARCH TOOLS (UBERSUGGEST, SEOZOOM, ANSWER THE PUBLIC)
- PROFICIENCY IN WORDPRESS AND PLUGINS FOR SEO ENHANCEMENT (YOAST SEO, RANK MATH)
- SEO STRATEGIES AND CRAFTING COMPELLING NARRATIVES

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## PROFESSIONAL EXPERIENCE

### **Copywriter**

BLOGAMICO.IT

MAY 2020 - FEBRUARY 2021

- Crafting SEO-focused articles for organic visibility on information technology and social media subjects.

### **Copywriter**

AVTREND.IT

JULY 2020 - DECEMBER 2021

- Crafting SEO-focused articles for organic visibility on advanced topics in computers and electronics.
- Optimizing articles utilizing data from Google Search Console

### **Copywriter and Advertiser**

SUDESCAPE

AUGUST 2020 - AUGUST 2021

- Development of advertorials, landing pages, and graphics designed to promote product sales.
- Sales Page Translation (Italian to English and English to Italian)
- Initiating advertising campaigns through Facebook Business Manager
- Crafting Single-Theme Ebooks from the Ground Up

### **Digital Marketing Director**

ALDO TAMBURINI JEWELRY

SEPTEMBER 2021 - MAY 2023

- Uploading product documentation
- Monthly PED development and content production for Social
- Community Management
- Facebook and Google Ads Marketing Campaigns
- Email Marketing

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## PROFESSIONAL EXPERIENCE

### Social Media Strategist

DOTTOR FINANZA - FINANCIAL ADVISOR  
JANUARY 2022 - DECEMBER 2022

- Brand Identity Development
- Social Media Content for Instagram, Facebook, and TikTok
- Community Development
- Promoting a digital financial consulting service

### Social Media Manager and Content Creator

BIO'S KITCHEN  
JULY 2022 - DECEMBER 2022

- Monthly PED Conceptualization for Facebook and Instagram
- Content development and post-production
- Community Management and Engagement
- Advertising campaigns on Facebook Business Manager and Google Ads aimed at enhancing bookings.

### Copywriter and Social Media Manager

TERAPISTA PERFETTO  
AUGUST 2022 - AUGUST 2024

- Monthly PED for Facebook and Instagram across various clients
- Copy development for advertising campaigns utilizing FB Business Manager (leads and page Likes objectives)
- Landing Page Copy Development

### Social Media Strategist

SUCCESSO ETICO  
FEBRUARY 2023 - PRESENT

- Graphic design production
- Photo and Video Editing
- Website Administration
- Automation and Funnel Training for Learners

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