



CHIARA FERRARI

Brand Writer · Creative Editor

Naming & Editorial Strategy

Modena, Italy

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Brand writer and creative editor with 10+ years of experience helping companies, agencies and educational organisations define their voice, shape their messaging and build memorable brands.

My work combines brand strategy, naming, editorial thinking and copywriting across campaigns, digital products, training programmes and multilingual communication. I work fluently in both Italian and English.

EXPERTISE

Brand Writing · Naming & Verbal Identity · Editorial Strategy · Copywriting · UX Writing · Creative Direction · Campaign Development · Email Marketing · Bilingual Communication (Italian / English) · Corporate Training

LANGUAGES

Italian — Native

English — C2 · LanguageCert Level 3 ESOL International

Spanish — Intermediate

French — Basic

TOOLS

Google Workspace · Canva Pro · Claude · ChatGPT · Notion

EDUCATION

MSc in Linguistic Sciences

Università Cattolica del Sacro Cuore, Milan

110/110 | 2009–2012

BA in European Languages and Cultures

University of Modena and Reggio Emilia (UNIMORE)

2006–2009

MOST RECENT CLIENTS

Future Education Modena · Innovation hub for education and digital learning
Copywriter & Creative Editor | 2024–Present
Develop editorial strategies, naming systems and communication campaigns for educational programmes, events and digital products.

Veesy · Platform helping creative freelancers connect with companies.
Head of Copy | 2023–2025
Defined the brand voice across product and marketing, creating UX copy, campaigns, landing pages and editorial content.

Gi Group · Global HR and talent solutions company operating in 30+ countries.
Corporate Trainer | 2023
Designed and delivered in-house training on business writing and email communication.

Wtraining · Learning and development company specialising in corporate training.
Corporate Trainer | 2017–2019
Delivered workshops on professional writing and communication management.

LONG-TERM COLLABORATIONS

Alessandro Scarpellini — Aesse Studio / Visual Journal
Brand Writer | 2019–Present
Develop brand narratives, naming and verbal identities for clients across different industries.

Oh My Brand!
Brand Writer | 2017–Present
Create naming projects, brand messaging and communication systems.

Esploratori
Brand Writer | 2019–Present
Develop verbal identities, copywriting and strategic messaging for branding projects.

Fiandre Architectural Surfaces
Copywriter | 2018–Present
Write video scripts, social media content, product storytelling and technical catalogues.

SIDE PROJECTS

Studio Canaletto — Founder & Manager | 2021–Present
Independent coworking space in Modena.

Bilingual Branding — Founder | 2025–Present
Multilingual brand identities and communication.

PREVIOUS EXPERIENCE

Editoriale Moda — Web Copywriter (2015)
Fazland (now Preventivi.it) — Web Copywriter (2013–2015)

PROFESSIONAL TRAINING

Press Office & Media Relations — Professional Datagest (2024)
Creative Writing — Jacopo Masini, Corsi Corsari (2023)
Copywriting — Roberto Greco, Belleville (2018)
SEO & Content Strategy — Marco Ziero, Digital Update (2018)
Business Writing — Luisa Carrada, Digital Update (2017)
Marketing Management Academy — MIP Politecnico di Milano (2016)
Intensive Web Design Programme — Evolve Web Design School (2013)

References and portfolio available upon request.

I authorise the processing of my personal data in accordance with EU Regulation 2016/679 (GDPR).