



# FRANCESCA FERRAUTO

WRITER & EDITOR

## CONTACT INFOS

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www.francescaferrauto.com

## LANGUAGE SKILLS

**ITALIAN** Native  
**ENGLISH** Native-like  
**GERMAN** C1  
**JAPANESE** N3 (limited)  
**FRENCH** B1 (limited)

## WHO IS FRANCESCA, IN SHORT

Francesca is a multilingual writer and editor, based in Berlin. She is always on the lookout for her next big challenge in a leading role in a tech-friendly and creative company. She loves to promote social progress and international cooperation. She fancies herself quite the expert in digital communication.

## TECHNICAL SKILLS

- Tracking & analytics tools (Google Analytics, SemRush, Sistrix etc.)
- Social media suites & management software (Hootsuite, Trello etc.)
- Google Sheets, Excel, Word processors
- CAT tools for assisted translation

## RECENT WORK HISTORY

### EDITORIAL MANAGER

Peak Ace  
July 2019 - present

- Leading editorial & SEO projects
- Analysis, strategy, client communication
- SEO content management (blogs, product pages, landing pages for outreach)
- Reporting with GSC, Semrush, and other relevant SEO tools
- Localisation for international clients
- Online campaigns (seeding, outreach, link building)

### ONLINE NEWS EDITOR

Wunder Media on behalf of Microsoft  
September 2017 - March 2019

- Monitoring & managing Newsfeed for MSN Italy,
- Editorial & search engine optimisation of News articles,
- Traffic analysis and CTR optimisation,
- Upholding company standards for brand image,
- Email marketing via bi-weekly Newsletter
- Updating Bing.it with latest top News

## ACADEMIC BACKGROUND

### UNIVERSITY OF TORINO

MASTER IN LANGUAGES FOR INTERNATIONAL COMMUNICATION  
March 2017

- Graduated with 108/110
- Foreign languages: English & Japanese
- Other subjects: International Law, Marketing, Translation

### UNIVERSITY FOR FOREIGNERS OF SIENA

BACHELOR IN INTERCULTURAL MEDIATION  
December 2013

- Graduated with 108/110
- Foreign Languages: English, Japanese
- Other subjects: European Law, Business Administration, Translation