

GIORDANO SPAGNOL

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PROFILE

Copywriter and content creator with a strong background in digital storytelling and media communication. I create content rooted in storytelling, combining creative writing and video production with a strong awareness of audience and communication goals.

LANGUAGES

Italian (native)

English

German

French

SKILLS

Social Media Content Strategy

Audience Engagement

Content Creation

Creative Writing

Video Editing

Storytelling

Team Work

EDUCATION

Master's Degree information, Culture and Media Organization (ongoing) Sep 2024 - Present

Department of the Arts, University of Bologna, Bologna

- Research on urban sociality and interactive media as tools for public engagement ("Soft City")
- Student representative

Communication Sciences Sep 2020 - Mar 2024

Department of Communication, University of Bologna

- Thesis in advertising semiotics: Representation of LGBTQ+ communities in advertising
- Exploration of socially conscious communication and inclusive advertising narratives

Economic High School Sep 2015 - Jun 2019

Liceo Lugano 1, Lugano

- Student committee member; participation in literary and cultural activities promoted by the school library

EMPLOYMENT

Content Creator & Social Media Assistant Nov 2025 - Present

Sayonara Film, Bologna

- Management of social media content and editorial planning
- Development of communication aligned with company objectives
- Production and editing of promotional video content for film distribution

Lyric songwriter & Creative Author Nov 2024 - Present

Miraloop, Bologna

- Commissioned songwriting for emerging artists
- Development of artistic concepts and narrative identity
- Support in artistic direction and repertoire development (A&R collaboration)

Army soldier 2022 - 2025

Swiss Army, Chur

- Work under pressure in structured environments
- Support activities in photography and social media documentation

CREATIVE & ACADEMICS PROJECTS

Pardato Pink Jan 2026 - Present

Artistic Communication Project

Independent artistic initiative focused on building brand identity through social media.

- Development of tone of voice and visual identity
- Creation of socially-oriented promotional content
- Management of Instagram communication

"Un no è un no"

Jan 2026 - Feb 2026

Interactive Storytelling

Interactive digital narrative developed during university experimentation using Twine.

- Exploration of social themes through interactive storytelling
- User-centered narrative experience aimed at audience engagement

GIOLERO

May 2021 - Present

Artistic & Musical Project

- Development of concept-driven musical projects
- Songwriting and topline composition
- Artistic direction and narrative identity development
- Coordination of visual concept and audiovisual storytelling
- Live performance activity and audience engagement