

LIVIA FORMISANI

CONTENT STRATEGY & PRODUCTION
MULTILINGUAL JOURNALIST & WRITER

ABOUT

A seasoned multilingual writer and editor with over 10 years of experience in communication, specialised in online content, web project management, and translation, with a can-do attitude and a keen eye for detail. Experienced in intercultural communication and transcreation/translation. Open to explore opportunities in Technology and Culture, where most of her experience and interests lie.

EXPERIENCE

- 2015 - LIVIAFORMISANI.COM - MUNICH, LUXEMBOURG
Multilingual Freelance Journalist & Writer
Writing of articles, case studies, and online content in English, French, German and Italian for online and print magazines, mainly in Culture, Sustainability and Technology. **Web Project Manager** at the University of Luxembourg - SnT. **Contributing Editor** for American Express Essentials, ENI, Expedia France, and more.
- 2016 - 2018 **IBV INFORMATIK AG** - ZURICH
Content Marketing Manager
Content creation for online and print media: blog posts, marketing emails, newsletters, product pages, flyers, press releases in English, French, German, Italian. ibvsolutions.com
- 2014-2015 **JOURNAL INTERNATIONAL GMBH** - MUNICH
Managing Editor, BMW i Pure Impulse Programme
Coordination, launch and supervision of the print and online publication *BMW i Pure Impulse Programme Guide* in ten languages, including direct communications, recruiting, people management. In this role, Livia led a team of 10 in-house editors, all reporting directly to her. bmw-i-pure-impulse.com
- 2013-2014 **MICROSOFT DEUTSCHLAND GMBH** - MUNICH
EMEA Content Manager, MVP Award Program
Creating and maintaining content production schedule for internal and external needs. Data analysis insights, ROI metrics and reporting for the EMEA region. Establishing win-win partnerships with internal stakeholders. Social media management. mvp.microsoft.com
- 2009-2013 **MICROSOFT DEUTSCHLAND GMBH** - MUNICH
MVP Coordinator
Evaluation of French-speaking candidates to the Microsoft Award. Communication Lead for the EMEA Team & Editor of an internal newsletter reaching hundreds of stakeholders. Writing and translating articles for the MVP Award Blog. mvp.microsoft.com

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LANGUAGES

EN	FR	IT	DE
C2	C2	Native	C1

EDUCATION

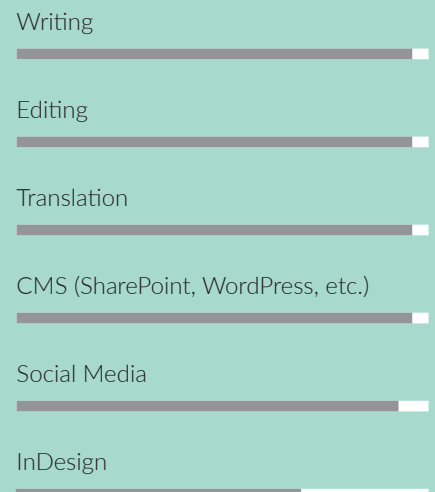
2005 - 2008
MA IN PHILOSOPHY
University of Pisa, Italy
Thesis in Philosophy of Language
Final mark: 107 / 110

2001 - 2005
BA IN PHILOSOPHY
University of Pisa, Italy
Thesis in Philosophy of Language
Final mark: 106 / 110

ASSOCIATIONS

2014 -
MEMBER OF THE GERMAN PRESS ASSOCIATION DPV

SKILLS



AUTHOR PROFILES

- American Express Essentials
- ENI
- Expedia France
- Babbel Magazine