

# Chiara Radovix

*Social Media Strategist*

SOCIAL MEDIA STRATEGY

AUDIENCE ANALYSIS

CONTENT

JOURNALISM

Content and communication professional with an editorial background and an analytical mindset. I turn audience, context and competitor analysis into social strategies that give brands a clear direction, from channel choice to content.

## N°01 Experience

### Journalist & Social Media Manager

Jul 2025 – Present

Touchpoint News · Oltre La Media Group

#### SOCIAL MEDIA STRATEGY

Own the social strategy for 15+ of the magazine's events since 2025: from strategy and save-the-date through live coverage to follow-up. Write copy, produce and edit video, publish across LinkedIn and Instagram. Audited the magazine's social profiles, gaps and positioning.

#### JOURNALISM

Report from press conferences on campaigns, brands and agencies. Contribute to Touchpoint Today, the daily industry newsletter. Regularly interview brand and marketing leads, recently Coca-Cola, Henkel and Vileda.

### LinkedIn Strategy Consultant

Dec 2025

Marina Brogi · Professor of Banking &amp; Finance, board member at Generali

- Audited her existing profile against peers and best practices
- Delivered a strategy built on her strengths and the gaps found

### Event Copywriter

Nov 2024 – May 2025

Next Group · Live communication &amp; events

- Turned client briefs into communication concepts for events
- Developed pitch presentations and ensured narrative consistency

## N°02 Selected Writing

#### INTERVIEWS

- **Coca-Cola** · Andrea Bombrini, Senior Brand Director, on the rebrand
- **Vileda** · Marta Alderighi, Marketing Director, on going digital-first
- **Henkel** · Serena Pesapane, Marketing Beauty Care, on Syoss
- **Mirabilandia** · Sabrina Mangia, Managing Director, on Eurowheel
- **BRUM** · Luca Cozzarini, CEO, on the digital driving school

#### CAMPAIGN & EVENT COVERAGE

- **MSC** · a brand platform rebuilt around proximity and care
- **Coca-Cola** · the Milano Cortina 2026 Olympic campaign launch

#### PORTFOLIO

Case studies: event social strategy, audits, editorial work.

[chiararadovix.my.canva.site](https://chiararadovix.my.canva.site)



Chiara Radovix, Milano.

#### CONTACT

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📍 Milan, Italy

#### SKILLS

##### STRATEGY & ANALYSIS

Content strategy, editorial planning, audience & competitor analysis, positioning

##### CONTENT & STORYTELLING

Strategic copywriting, editorial writing, interviewing, storytelling

##### CHANNELS & FORMATS

Social media, newsletters, online magazines, presentations

#### TOOLS

WordPress · Adobe InCopy · Canva · CapCut · Notion · AI-assisted writing

#### LANGUAGES

Italian

Native

English

Professional

#### EDUCATION

##### B.A. Contemporary Humanities

Scuola Holden, Turin · 2021–2024

Creative writing and storytelling

##### Philosophy

Università Cattolica, Milan · 2018–2020

Analytical and critical thinking, applied to language and strategy