

Giuseppe Testa

Digital Content Specialist & Copywriter

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linkedin.com/in/giuseppe-testa-298939328 Available immediately · remote, hybrid or on-site

Online portfolio: giuseppe-testa.it



Scan the QR: videos,
articles and websites for
each skill

PROFILE

Digital content specialist and copywriter with 12 years on national Italian tech publications, including 370+ SEO and commercial articles for Blazemedia. Communication Sciences undergraduate, using AI to build video campaigns, scripts and tools fast.

Copywriting & SEO Content

AI-Driven Ad Campaigns & Video

Prompt Engineering & LLM Research

E-commerce Strategy

Commercial Content & In-Article Advertising

Multichannel Content Management

AI-Driven Programming

Marketing Mix & Brand Strategy

Websites & E-commerce Sites

Nostalgia Marketing (thesis in progress)

KEY SKILLS

Copywriting & SEO Content

12 years · 6 outlets and blogs

SEO-optimised tech guides, reviews and features published on national outlets such as Punto Informatico and IlSoftware.it.

How it developed: From ChimeraRevo, Navigaweb and TurboLab in 2013 to Blazemedia outlets, with 370+ articles.

Proof: 370+ articles signed for Blazemedia in 56 months, 33 legacy guides revamped; company certificate.

AI-Driven Ad Campaigns & Video

University and personal projects

Concept, copy and AI-generated video ads for six sectors, from coffee and luxury to smartphones.

How it developed: Six ads made with Gemini Pro and Google Flow, prompts refined with Claude, edited in Canva.

Proof: 6 AI-generated ads; for 5 the website shows before and after, from amateur to professional prompt.

Prompt Engineering & LLM Research

Work and university

Prompts for text, images and video with ChatGPT, Claude, Gemini, Midjourney and Google Flow. Co-author of a study comparing 8 LLMs.

How it developed: Daily use in editorial work; university study of 8 LLMs (F1 from 42.5% to 84.4%).

Proof: Co-author of an 8-LLM study: F1 from 42.5% (Copilot) to 84.4% (Gemini Pro).

E-commerce Strategy

University · NaturaSnack

Competitor analysis, extended product, launch campaigns with a social plan and KPIs, and the site for the NaturaSnack natural-snacks e-commerce.

How it developed: University E-commerce course 2025/2026: NaturaSnack project in a team of 8, with a working site.

Proof: NaturaSnack project: 3 competitors analysed, 2 campaigns and a site with allergen search and checkout.

OTHER SKILLS

Commercial Content & In-Article Advertising (5 years · Blazemedia): Reviews, rankings and comparisons with commercial intent, where the buying proposition is built into informative content.

Multichannel Content Management (8 years · Navigaweb, Blazemedia): Multichannel editorial plans, newsletters, social media and LinkedIn, WordPress publishing. Community management as admin and moderator, from forums to social pages.

AI-Driven Programming (Personal and university projects): Python scripts, desktop programs and web apps built with AI, from an LLM research pipeline to an Android app.

Marketing Mix & Brand Strategy (University · Giocattoliamo): Full marketing mix for Giocattoliamo, a wooden toy brand: buyer persona, pricing and campaigns. Tools: Google Ads, Meta Ads, Google Analytics and Canva.

Websites & E-commerce Sites (University and projects): HTML, CSS and JavaScript sites: the NaturaSnack e-commerce, the Tecnologica-mente tech magazine and this portfolio. WordPress experience.

Nostalgia Marketing (thesis in progress) (Degree thesis): Thesis on vicarious nostalgia and retro style among younger consumers: why a past they never lived shapes brands and purchases. Already applied in the Antica Forneria spot.

WORK EXPERIENCE

Digital Content Specialist & Creator • Blazemedia Srl (Punto Informatico, Telefonino.net, Webnews, IlSoftware.it), Rome • remote 12/2020 – present

370+ SEO guides, reviews and rankings on VPNs, security, hosting and fintech; 33 legacy guides revamped; multichannel editorial plans and AI workflows.

Digital Content Marketing & Creator • Navigaweb.net, remote 07/2017 – 09/2024

Tech content and guides, SEO optimisation, WordPress publishing, newsletters and email marketing.

Digital Content Creator • WordSmart.it • Editorial content and web copywriting. 01/2020 – 04/2020

Digital Content Creator • Giardiniblog • Themed articles and columns. 04/2017 – 08/2018

Digital Content Creator • TurboLab.it • Tech guides and features for the community. 07/2017 – 03/2018

Digital Content Creator • ChimeraRevo • Tech guides, reviews and features. 04/2013 – 01/2017

EDUCATION

BA in Communication Sciences (final year) • University of Salerno 2023 – 2026

Courses in marketing, e-commerce, advertising and digital communication. Thesis: "Vicarious nostalgia and retro style: a survey of younger consumers" (in progress).

Scientific high school diploma • Liceo Scientifico «Cecchia Rispoli», San Severo 2003 – 2008

LANGUAGES

Italian (Native) • English (B2) • French (B1)

SOFT SKILLS

Proactivity and critical thinking • Self-directed work • Strategic thinking • Creative adaptability • Data-driven mindset • Passion for startups and innovation

KEYWORDS

copywriting • copywriter • SEO • SEO copywriting • content writing • content editor • articoli • guide • recensioni • WordPress • CMS • GEO • tech writing • content marketing • Google Analytics • Word • Google Docs • IA generativa • generative AI • video advertising • campagne pubblicitarie • spot • prompt per video • prompt per immagini • Canva • creatività • brand advertising • A/B test • tone of voice • AI image generation • Midjourney • Gemini • Google Flow • video editing • montaggio video • GIMP • image editing • Meta Ads • Google Ads • prima e dopo • reference image • coerenza visiva • storyboard • prompt engineering • prompt • LLM • ChatGPT • Claude • Copilot • DeepSeek • intelligenza artificiale • AI • AI workflow • ottimizzazione dei prompt • e-commerce • ecommerce • analisi competitiva • extended product • customer journey • chatbot • newsletter • conversion • omnicanalità • marketplace • social media strategy • Instagram • TikTok • tono di voce • KPI • influencer marketing • Excel • WooCommerce • affiliate marketing • contenuti sponsorizzati • native advertising • call to action • SEO commerciale • advertising • piano editoriale • content management • social media marketing • LinkedIn • email marketing • analytics • community • Microsoft Office • PowerPoint • Google Workspace • community management • community manager • moderazione • forum • social media management • Python • programmazione • scripting • automazione • JavaScript • HTML • CSS • spaCy • app Android • AI-assisted development • data analysis • automation • modelli statistici • Dixon-Coles • data science • desktop app • virtualizzazione • marketing • digital marketing • marketing mix • brand strategy • buyer persona • pricing • posizionamento • copy strategy • budget • piano di lancio • campagne a pagamento • presentazioni • CRM • Salesforce • web design • sito e-commerce • responsive • landing page • UX • nostalgia marketing • consumer behavior • emotional marketing • storytelling • nostalgia vicaria • retro marketing • Gen Z • consumer research

I authorise the processing of the personal data contained in my CV pursuant to Regulation (EU) 2016/679 (GDPR).