



MARTINA
COSTANTINO

**copywriter,
brand identity strategist**

→ [website](#)

→ [LinkedIn](#)



Martina Costantino
copywriter & brand identity strategist

→ martinacostantino92@gmail.com
→ +39 3493528277

about me.

I love *simple* words with personality,
words that connect with people.

I have little patience for possessive
adjectives, clunky phrasing and
exclamation marks.

I enjoy exploring a brand's *voice* and
fine-tuning its *tone* at every stage of
the digital experience.

I believe in *stories*: they build
narrative worlds around products and
services, shaping communication
strategies and memorable advertising
campaigns.

Previously
Copywriter at Velasca

Education
Creative Writing, Law

Languages
Italian, English, French

Focus
copywriting, ToV, UX writing, content design



work experience.

copywriter, ux writer freelance

Brands and businesses I work with: [Velasca](#),
[Velasca Women](#), [TBD Eyewear](#), [Accura snc](#).

I am part of [Urlo Creativo](#).

MILAN
2025 - present

copywriter, ux writer Velasca, Velasca Women

Velasca makes handcrafted shoes and
clothing in Italy.

I became Head Copywriter in 2024.
As part of the creative team, I developed
welcome and transactional email flows and
worked on the redesign of the website
(homepage and product pages), hangtags
and packaging.

Day-to-day work: newsletters, social media
(Instagram) and advertising.

MILAN
2021 - 2025

copywriter Thesign Srl

Thesign Srl is an interior design company.

I developed and implemented its editorial
strategy for social media and email
marketing.

REMOTE
2020 - 2021



content creator
Oikos

OIKOS is a non-profit organisation working in Europe and countries in the Global South.

As part of a working group, I helped develop the *cambiamoda!* advertising campaign, promoting sustainable shopping.

MILAN
Jan–Mar 2020

social media specialist
Rizzoli Education

Rizzoli Education is an Italian educational publisher.

I was part of the team developing content for the website and social media platforms.

MILAN
Sep–Oct 2019

content creator
Area pro labour

Area pro labour is a blog focused on protecting workers' rights.

My analysis focused on inequality and the gender pay gap.

MILAN
2016 - 2018

trainee lawyer
Studio Legale Rosiello e Associati

Studio Legale Rosiello e Associati specialises in protecting workers' rights.

After graduating, I undertook a legal traineeship there.

MILAN
2016 - 2018



education.

Tone of Voice in UX Writing, Microcopy superstar

Professional training courses in UX writing,
lasting 5 and 8 hours. Organised by
CaipiroskaLab, *Officina microtesti*.

Copy42 web

Professional training course in digital
copywriting. Organised by Pennamontata.

Mohole School of Art and Communication

Three-year course in Creative Writing and
Storytelling.

Bocconi University

Degree in Law. Final grade: 105/110.
Dissertation in Labour Law.

UCL de Louvain-la-neuve

Erasmus exchange programme. Courses taught
in French.

Long Bay College

AFS exchange programme. I spent part of my
fourth year of secondary school in Auckland.

CERTIFICATES (attached)
2024

CERTIFICATE (attached)
2022

MILAN
2018 - 2021

MILAN
2011 - 2016

LLN, BELGIUM
2014 - 2015

AUCKLAND, NEW ZEALAND
2009 - 2010



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languages and skills.

● ● ● ● ● **english**

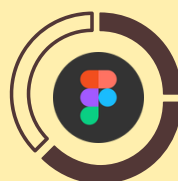
● ● ● ● ● **french**

I interned at the Permanent Representation of Italy to the European Union in Brussels, attending meetings in English and French.

I took part in an Erasmus exchange in Louvain-la-Neuve, Belgium, with courses taught in French.

I spent time in New Zealand during secondary school.

Italian, native speaker



**thank
you for
reading.**

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