

Giuseppe Testa

Digital Content Specialist & Copywriter

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

Portfolio with evidence for each skill: giuseppe-testa.pages.dev · Each skill links to its evidence



Videos, articles, sites

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 IISoftware.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.

[See evidence and work ›](#) giuseppe-testa.pages.dev/competenze/copywriting-seo.html

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.

[See evidence and work ›](#) giuseppe-testa.pages.dev/competenze/campagne-ai.html

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).

[See evidence and work ›](#) giuseppe-testa.pages.dev/competenze/prompt-engineering.html

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.

[See evidence and work ›](#) giuseppe-testa.pages.dev/competenze/ecommerce.html

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. [See evidence ›](#)

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. [See evidence ›](#)

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. [See evidence ›](#)

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. [See evidence ›](#)

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. [See evidence ›](#)

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. [See evidence ›](#)

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).