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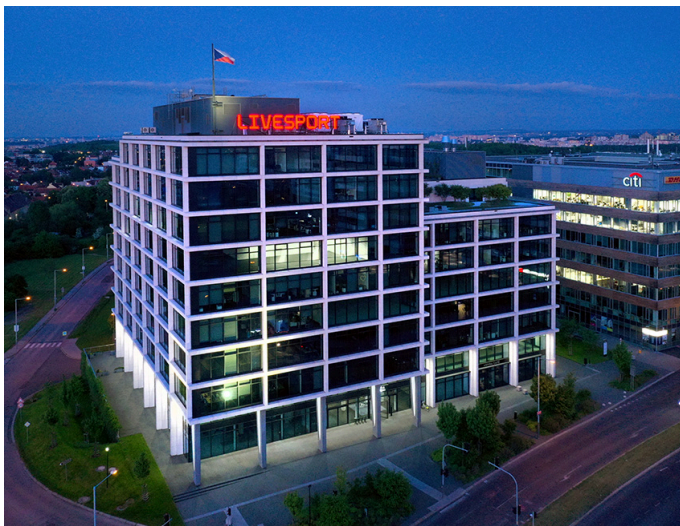
Featured Projects

Updated on 16 September, 2024

Case studies presentation

In 13 years of work, my projects have always involved **completely different sectors**. I enjoy challenges, but above all, I like to constantly find something new to study and learn, which is why I have been doing this job for **over 10 years**.

This is a partial portfolio where I have gathered the **experiences I consider most formative**, as a "comprehensive" portfolio would require dozens of pages. The projects are listed in **reverse chronological order**: from the most recent to the oldest.



LiveSport Digital, iGaming SEO Copywriter/Translator

Started: 05-2024 - Present

I work as a **SEO Copywriter**, creating content for the **iGaming industry**. Specifically, I handle sports news, iGaming guides, and **translations of articles** from English to Italian.

I currently work remotely.

Achievements

Since the beginning of the collaboration, **we have gained about 60 SEO positions**, reaching around 4th place as an "odds comparison" site, starting from 47th place, and appearing on the first page of the results for numerous betting-related keywords.

I consider this experience essential for my growth as a sports writer.

Cliento School - Brand Management, Content Creator, Copywriter

Started: 12-2023 - Ended: 05-2024

This six-month **B2B project** aimed to rebuild the company's **brand identity**.

The work began by gathering years of material scattered around, to create a new brand identity document as a starting point.

The project continued with the creation of content for social media, **direct email marketing**, and monthly

Reports sent to clients/students and retailers, which included ideas to boost their shop sales, aligned with each month's topic.

The project is currently on hold, awaiting additional budget to develop the blog section with SEO articles.

Achievements

Reconstruction of the Brand Identity. Definition of new buyer personas. Creation of a new **content strategy and the use of new social media platforms** (YouTube, TikTok). Changes in Tone of Voice, graphics, and content structure and density for the report brochures.



This was undoubtedly the experience where the roles of "marketing manager" and "content creator" blurred, making it an incredible experience.



Time2Play - SEO Copywriter

Started: 05-2022 - Ended: 01-2024

The long collaboration with Time2Play marked my entry into the **iGaming world**.

I worked on creating **news articles**, trivias, guides about sports, iGaming, and **financial protection**. The project came to an end due

to a company reorganization.

The skills I gained during my experience at Time2Play allowed me to expand my already wide range of interests, including iGaming and everything pertaining this industry, eventually leading me to work for LiveSport Digital.

Achievements

Creation of dozens of **SEO-indexed content** and **guest posts** for various websites. The creation of guides and evergreen content for **SEO Onpage** followed a process that has kept this content still online on the platform.

De Nigris Editori/Infuga Edizioni - Capo Marketing, Brand Manager, Editor, Ghostwriter

Started: 08-2020 - Ended: 05-2023

This was the largest and longest project I've participated in since I started working in 2011.



The client, an event management marketing expert, wanted to create a publishing house. From **building the brand identity** to designing the structure and text of the website, and **managing social media and press releases**, I personally handled the company's creation and launch.

In 2022, following its success, the publishing house evolved into a publishing group, expanding with more projects and a larger team. Once again, I was responsible for creating the website's content, managing social media as a **social media manager** and **content strategist**, as well as creating **promotional material as a copywriter**.

Over the years, I assisted the editorial team by **editing** and **proofreading** texts, and I took on the role of **ghostwriter** as well, creating books from scratch for various clients of the publishing house.

Achievements

Infuga Edizioni, the initial project, garnered significant support, allowing the creation of the De Nigris publishing group. The social media pages drove the first phase of the project, later shifting the focus to individual authors' releases to boost sales.

I consider the achievements—including extremely positive revenue, the excellent positioning of the publishing house in a highly competitive and aggressive market, and facilitating the expansion of both the staff and the project—a **major success**, which I also attribute to my prior knowledge of the publishing world.



LeiTV - SEO Copywriter

Started: 07-2019 - Ended: 07-2020

This year-long project was part of the rebranding process of the famous Italian TV channel.

The collaboration involved creating dozens of **brand-new articles** focused on **Cooking, Lifestyle, Luxury, Fashion**, and

World Events for a female-exclusive audience.

My role also included formatting and publishing the individual articles through the WordPress editing tool, sometimes incorporating multimedia content sourced from influencers and third-party creators, based on a **predetermined budget**.

This experience helped me consolidate the knowledge I had gained over the years of copywriting and identify key areas to leverage the opportunities for the client, offered by the rebranding.

Achievements

Almost all the content I wrote is still currently online and ranks positively.

Expatr.io - SEO Copywriter



Started: 11-2019 - Ended: 04-2020

This six-month project involved creating content on **offshore taxation and expatriation**, with the goal of achieving good SEO rankings for the website.

The work covered various areas of interest: from tourism to the geopolitical presentations of countries, and the **taxation policies related to expatriation**, particularly from a VAT owner, fiscal perspective.

I consider this a highly formative experience due to the knowledge I gained and the wide range of stakeholders involved in the creation of each article.

Obiettivi raggiunti

The country-specific articles we created during those months are still online and rank among the best-performing content on the entire site.

The Marketing Accelerator

Started: 08-2014 - Ended: 04-2016

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My first long-term collaboration as a copywriter after 3 years of “apprenticeship”.

You never forget your first contract 😊