



SOFIA MILAN

Communication &
Localization Consultant

Languages

Italian Mother tongue
German Advanced (C1)
English Advanced

Contacts

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Education

Master Degree in Translation (2021)
University of Turin

Bachelor Degree in Languages and Modern Literatures (2018)
University of Turin

Master in Global Marketing, Communication & Made in Italy (2020)
Centro Studi Comunicare l'Impresa

Digital Skills

- MS-Office
- HTML & Python (basic)
- Canva
- SEO & CAT Tool
- Prompt Engineering (Gemini, ChatGPT)

ABOUT ME...

Detail-oriented and strategically minded Communication Specialist with a strong problem-solving attitude and a goal-driven mindset.

I approach communication with a broad **cross-market perspective**, combining analytical thinking with sensitivity to **brand voice** and **audience perception**.

I work closely with marketing and product teams, turning complex messages into **clear, culturally relevant communication**. Curious, adaptable and impact-oriented, I focus on creating communication that supports **positioning, coherence** and **long-term brand growth**.

SPECIAL PROJECTS

- Localization and adaptation of B2B websites, e-commerce content for **IT service providers**
- Translation and localization of rich content articles for an **e-commerce specialized in musical instruments**, with a focus on content marketing and user engagement (Thomann)
- **Social media** content creation, **multi-channel** communication management and strategic communication consulting, including **brand identity** and communication training initiatives (Libere di Viaggiare)

WORK EXPERIENCE

Communication & Localization Consultant (Freelance)

January 2023 - current

- Strategic communication and localization consulting to enhance brand visibility and market positioning in Italy
- SEO-driven website and e-commerce localization, including keyword adaptation for the Italian market
- Marketing content adaptation and transcreation for digital campaigns and social media
- Cross-sector content strategy and localization (IT, Cosmetics, Tourism, Entertainment)
- Collaboration with marketing and product teams to ensure brand consistency across touchpoints

Social Media Manager @Women in Localization Italy (Volunteering)

March 2025 - current

- LinkedIn content planning & editorial coordination
- Social media management and content creation (copy & visuals)
- Event organization focused on women's empowerment and professional development

Sales & Customer Service - German Market @ SkinLabo srl

June 2021 - November 2022

- Sales & customer management for Germany and Austria
- Localization of product and marketing materials