

ELISA SCARTON

journalist/editor



CONTACT

Melbourne



0435409077



elisa.scarton@gmail.com



www.elisascarton.com



PROFILE

Bi-lingual journalist and editor with 8 years experience writing for print and online publications in Australia and Italy. Well-versed in researching and producing editorial content as well as profiles and features confidently and to deadline as part of a team or on my own.

EDUCATION

2008-2011 | BACHELOR (HONS) OF COMMUNICATIONS (JOURNALISM) WITH DISTINCTION
RMIT University, Melbourne | GPA 3.8.

Acquired skills in print, online, television and radio journalism through numerous internships and practical experience.

2006 | HIGHER SCHOOL CERTIFICATE
Sacred Hearts Girls' College, Oakleigh
VCE score 99.2

EMPLOYMENT HISTORY

THE FLORENTINE | ASSISTANT EDITOR

August 2019–2016, *Southern Tuscany*

An English-language print news and features magazine and website based in Florence.

Key responsibilities:

- Worked with editor-in-chief to generate editorial plan,
- Managed and assigned stories to correspondents,
- Reviewed and edited articles for sense, accuracy, readability and content,
- Sub-edited proofs and design for publication; sourced supporting material,
- Oversaw, researched and produced pieces for my editorial section, *The Tuscan Times*,
- Curated publication's social media presence,
- Responsible for growing *The Tuscan Times'* Facebook page from < 100 followers to 13,000 followers.

THE MAREMMA TUSCANY | AUTHOR

2016–2014, *Southern Tuscany*

I created the first English-language travel website on the Maremma, Tuscany. Its success led to a publishing deal with Effigi Publishing to write a bilingual guidebook on the region.

Current responsibilities:

- I continue to research, write and curate my 600+ page travel website, www.maremma-tuscany.com, which has been listed by both *The Guardian* and the *Lonely Planet* as a top resource for the area,
- I take photographs using a Canon E5OS 700D and edit with Adobe Photoshop,
- I produce short videos with Adobe Final Cut Pro.

Past responsibilities:

- Independently designed website on Wordpress,
- Successfully employed Search Engine Marketing (SEM) and Social Media Marketing to get website listed in the top 10 search results on Google for keywords the Maremma and Saturnia,
- Researched and wrote *The Maremma Tuscany* guidebook, which has sold 3,000+ copies to date.
- While writing my guidebook, I worked as a freelance journalist for online and print publications including *Italy Magazine*, *The American Magazine*, *The Local* and *The Tuscan Times*.

LANGUAGES

ITALIAN

Fluent

Five years experience living and working in Italy

SKILLS

GRAPHIC DESIGN

Adobe Creative Cloud (Photoshop, Illustrator, InDesign)

VIDEO PRODUCTION

Adobe Final Cut Pro

PHOTOGRAPHY

Confident using a Canon E5OS 700D, photo styling and post-production editing.

WEB DESIGN

WordPress and Squarespace

DIGITAL MARKETING

Data analysis, social media data analytics, copy writing and editing, email marketing (Mailchimp), Search Engine Marketing (SEM) including Search Engine Optimisation (SEO)

SOCIAL MEDIA

Facebook, Twitter, Instagram, SnapChat, Pinterest, Google+, YouTube

Fluent in Google Analytics, Facebook Insights, Twitter Analytics.

Experienced in analyzing metrics, identifying trends, engaging customers and optimizing performance.

PAID SOCIAL MEDIA ADVERTISING

Facebook Ads and Instagram Ads

EMPLOYMENT HISTORY, CONTINUED

AUSTRALIAN BRIDE MAGAZINE | JOURNALIST

2014-2012, *Melbourne*

A monthly bridal magazine and online publication published by Hardie Grant.

Key responsibilities:

- Generated, researched and wrote lengthy features and profiles in house style and to deadline,
- Wrote and produced multimedia packages for website,
- Conducted interviews, either in person or remotely,
- Sourced images to accompany written pieces,
- Liaised with designers, photographers and editor,
- Assisted in planning and running the annual Australian Bride expo.

MELBOURNE WEEKLY | CASUAL JOURNALIST

2012-2010, *Melbourne*

A community newsroom producing content for a range of local publications in the Melbourne City area. I initially worked as an intern, then moved into a paid casual position.

Key responsibilities:

- Pitched and wrote hard and soft news articles to deadline,
- Engaged with community leaders and stakeholders,
- Attended and covered local events,
- Sourced, maintained and managed contacts,
- Organized photographs and wrote accompanying captions.

ONLINE PORTFOLIO

Examples of my most recent published work are available at www.elisascarton.com