

# Giulia Pines

## Journalism & Content Marketing

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### **Content Writer & Strategist**

Since 2013

Profiles for John Doerr at WhatMatters.com. Q&As for Diversity Woman. Finance articles and term definitions for Robinhood. Content for multiple Google travel verticals, Hotels.com web copy, Holiday Inn blogs, IHG Brand Hotel landing pages for EnVeritas Group. MercedesMe guides, Formula One and Hugo Boss press releases for Liganova. Features for Volkswagen's Autostadt magazine. Clink Different wine project for Vox Creative. Hotel brand copy for Marriott Traveler, Diamond Resorts, Intercontinental for Contently.

### **Freelance Journalist, Arts, Food & Travel**

Since 2009

Bylines: New York Times, The Atlantic, Money, Vox, Curbed, BBC Travel, Fodor's, Condé Nast Traveler, Thrillist, National Geographic, Edible Queens, Departures, Hemispheres, The Independent, Evening Standard, CityLab, Jacobin, Kinfolk, Roads & Kingdoms, Serious Eats, Vice, NPR Berlin, Time Out Berlin.

### **Flaneur Magazine, Berlin Copy Editor and**

Translator 4.13 – 8.16

Responsible for translating articles from German to English, copy editing English text written by non-native speakers, final edits and proofreading.

### **Biotronik, Berlin**

Writer, Editor, and Translator

2.13 – 3.15

Translated web copy, presentations, and press releases, wrote summaries of medical studies, ghostwrote articles by doctors and medical experts for publication, copyedited English PR material, handled PR requests, collaborated on fundraising materials with the Heartbeat International Foundation.

### **DepartmentStore Quartier 206, Berlin**

English Product Editor

12.12 – 10.15

Responsible for English content on the E-commerce website for the luxury department store. Writing, translating, and editing detailed product descriptions and background stories for all designers and labels.

### **Unlike Media Ltd., Berlin**

Editor-at-Large

9.10 – 11.11

Wrote and managed reviews for the website Berlin.Unlike. Edited and contributed bulk content for the launch of NewYork.Unlike.

### **Future Challenges, Gütersloh**

North American Regional Editor and Writer

4.10 – 4.11

Managed a team of writers for futurechallenges.org, sponsored by the Bertelsmann Stiftung. Worked with writers to produce content on issues such as climate change, immigration, and energy. Covered a range of events and topics, including the Deutsche Welle Global Media Forum on Climate Change.

### **KKLD\*, Berlin**

Editorial and Project Management

1.09 – 3.10

Created and managed content for MINI Space for BMW. Pitched website and concept for World Contraception Day to Bayer Schering Pharma, and managed initial aspects of the project.

### **Alliance for the Arts, New York, NY Research**

Assistant to the President 10.05 – 9.06

Oversaw development of online foreign language content for NYC cultural institutions and online guides to the arts. Researched and compiled annual report on arts and culture websites. Planned and researched new website on student discounts. Helped plan fund-raising benefits.

## BOOK PROJECTS

### **Stay for Breakfast**

Recipe Editor

Published by Gestalten Verlag, Sep 2017

### **Divine Food**

Consultant and Recipe Editor

Published by Gestalten Verlag, Oct 2016

### **The Delicious: A Companion to New Food Culture**

Author

Published by Gestalten Verlag, Sept 2015

### **Finding Your Feet in Berlin: A Guide to Making a Home in the Hauptstadt**

Author

Published by Berlin Story Verlag, June 2014

### **Slow Travel Berlin's 100 Favourite Places**

Contributor, Editor, Publisher

Published by Slow Travel Berlin, 2013

## SKILLS

### **Proficient in PC and Mac OS X applications**

Google Docs, Microsoft Office, Excel, PowerPoint, Adobe InDesign, InCopy, Illustrator, Photoshop, Lightroom, Wordpress, Various CMS setups

### **Languages**

English – Native

German – Fluent

French/Italian – Reading Knowledge

## EDUCATION

**Columbia University**, New York, NY

BA in English with departmental honors

John Jay Scholar

Dean's List