

FRANCESCO NAPPI

Creative & Copywriter



I work across storytelling, copywriting and creative direction. I step into the world of a brand or project, identify its narrative engine and turn it into a coherent system of identity, copy, formats and communication.

10+
YEARS OF EXPERIENCE

ITA - ENG - SPA

RECENT PROJECTS & EXPERIENCE

- 2026-present** | **Scuola Verna** | brand, website and podcast
Positioning, manifesto, narrative identity and brand voice. Content architecture, UX and navigation; copywriting, website design and development, direction of photo and video content, and development of a podcast for the school community.
- 2019-2026** | **[Sami Around the World](#)** | creative direction and project management ↗
Concept and creative direction: storytelling, fundraising, sponsorships, website, social media and video formats. Around EUR 20,000 raised; in 2026 Sami served as a torchbearer for Milano Cortina 2026.
- 2025** | **Stigliano Masterclass** | Giuseppe Stigliano / Scaling Tales
Editorial concept and writing of all content for the digital masterclass published on Kajabi.
- 2024** | **Yamaha Dealers 2024** | Comyouunica / Yamaha
Wrote a special guest's speech and the dialogue for the event's staged scenes; also performed as an actor.
- 2024** | **Turisanda Catalogues** | Eggers 2.0
Editorial and descriptive copy for travel catalogues.
- 2022-2023** | **Internal Communication & Content Creator** | Edwards Lifesciences Italy, through Copywriter Collective ↗
Concept and production of articles, internal content, videos and editorial formats for corporate communication on SharePoint.

COPYWRITING, BRAND & CONTENT

- 2016-2023** | **Freelance copywriter and transcreator** | Copywriter Collective ↗
Copywriting, translation and transcreation from English into Italian for Google, Manfrotto, Amazon, Coin Excelsior and other international clients.
- 2016-2023** | **Brand communication and manifestos** | This Is Ideal ↗
Website copy, taglines and manifestos for Ideal, Live-zone, Sala Giochi and A&b; concepts and copy for clients including Air Italy, Chicco, Technogym and Roger & Gallet.
- 2019** | **Matera 2019 European Capital of Culture** ↗
Creative director of the copy team for the official website and cultural programme.
- 2018-2019** | **Viaggidea and Bravo Club Catalogues** | Eggers 2.0
Copywriting for travel catalogues and editorial materials.

OTHER SELECTED EXPERIENCE

- 2017** | **Copywriter** | [Eggers 2.0](#) ↗
Projects for Ferrero, Canon, Alpitour, Sistemi, Carta Musei, Museo Egizio di Torino, Mopar and Vergnano.
- 2016-2019** | **Editorial projects and content strategy**
Weevo manifesto and content for the book A New Path to Digital Marketing; the ebook Il buio oltre la rete for CDNetworks; a Rahmani Group company monograph with Break Design; digital and content strategy for Alessandro Baricco's Mantova Lectures; content management and copywriting for Roberto Saviano's Luoghi Viventi.
- 2015** | **Writer and presenter** | The Turiner, Radio M**BUN ↗
Concept, writing and presentation of two seasons of the radio show.
- 2015** | **Tech Blogger** | [Ninja Marketing](#) ↗
Articles on technology, digital culture and innovation.

EDUCATION

- 2025** | **Google UX Design** | Online course, Coursera
User experience, research, ideation, prototyping and usability testing.
- 2013-2015** | **Diploma in Storytelling & Performing Arts** | Scuola Holden, Turin
- 2013** | **Bachelor's Degree in Arts and Performing Arts** | Sapienza University of Rome