

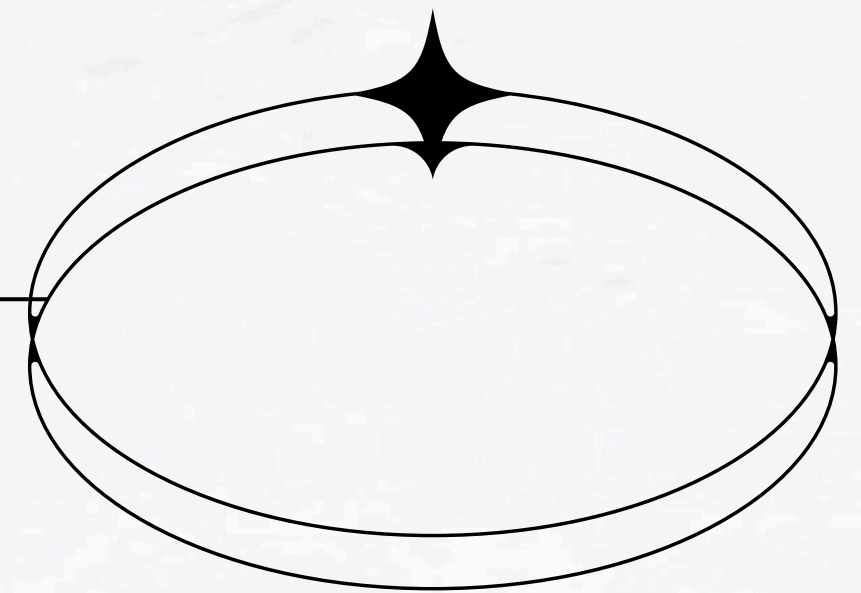
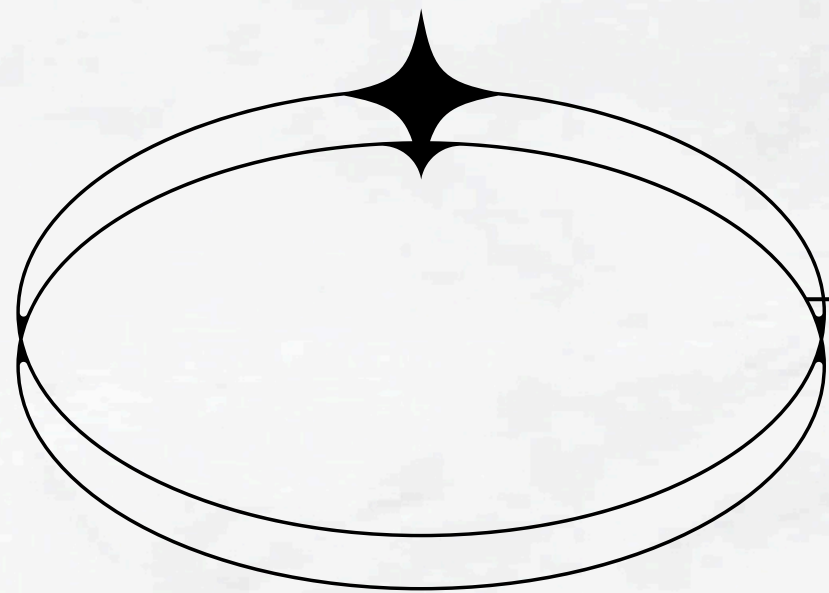
LUCA GARRONE

WORKS. IDEAS. EXPERIENCE.

Copywriter, Brand Strategist & Creative Marketing Consultant

lucagarrone.it

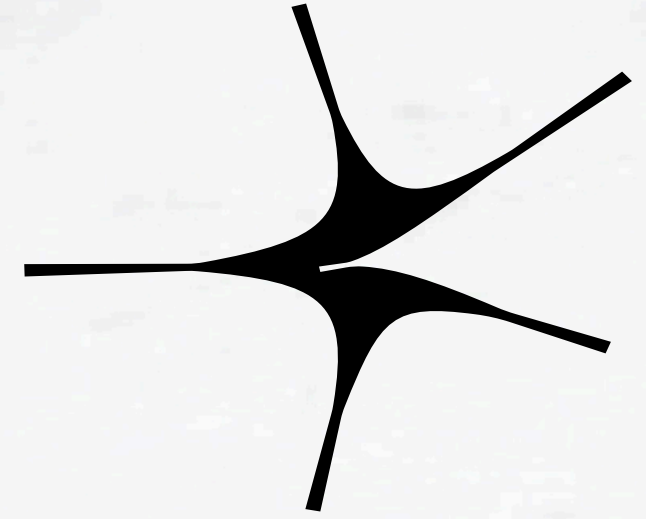
THE MANDATORY INTRODUCTION



I'll be honest: I'm not a big fan of portfolios (or introductions), for that matter.
But since the world insists on them, I've decided to go along with the system.
Ladies and gentlemen, let the show begin



HI, I'M LUCA



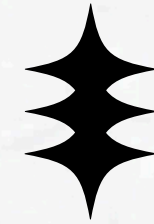
ABOUT ME

My background is rooted in journalism and music. Since 2016, their intersection has shaped my approach as a freelance consultant, Senior Copywriter and Brand Strategist.

I work with companies, entrepreneurs, and professionals, helping them reach communication and business goals through strategy, analysis, and bespoke solutions.



EDUCATION



UNIVERSITY OF TURIN, 2005

Bachelor's Degree in Modern Literature
(Comparative Literature curriculum)

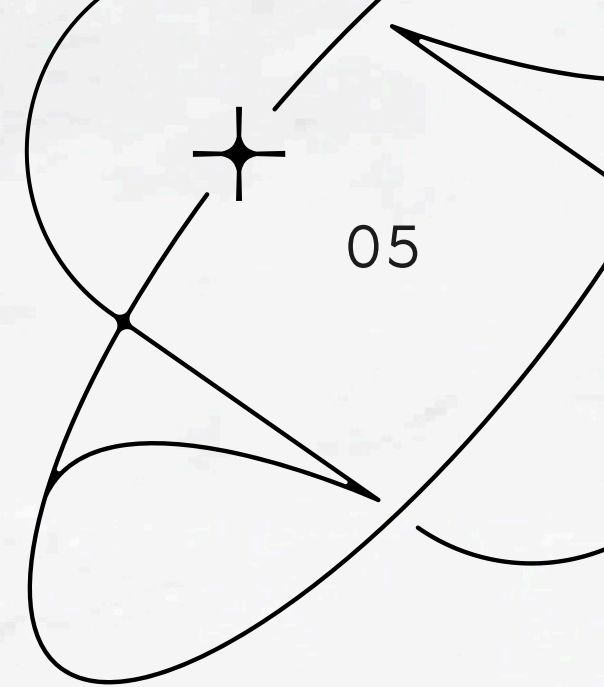
LIZARD MUSIC ACADEMY, 2014

Professional Diploma
in Electric Guitar

MARKETERS, 2023

Business Genetics - Full Stack Marketer Program





COPYWRITING

The discipline where I create the most value.



JOURNALISM

Former professional journalist (active until 2016), still registered with the Ordine dei Giornalisti del Piemonte. Over 17 years writing about music, events, records, and live shows.



BRAND STRATEGY

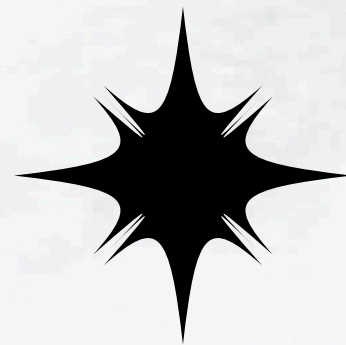
Experience leading marketing teams and building 360° strategies across different businesses and markets.



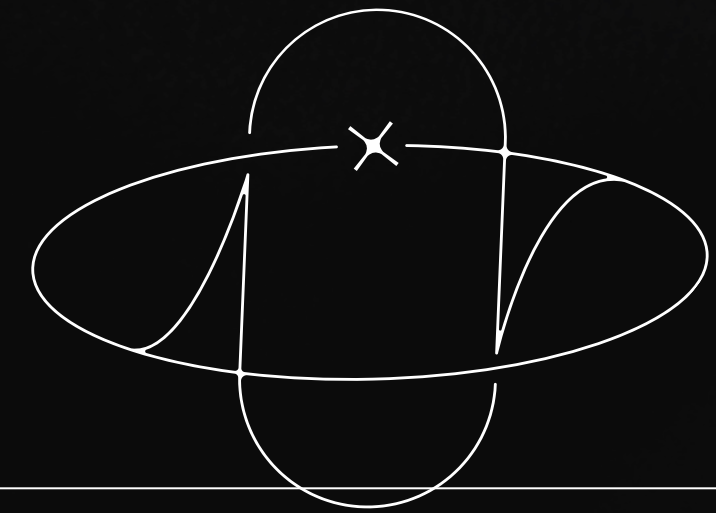
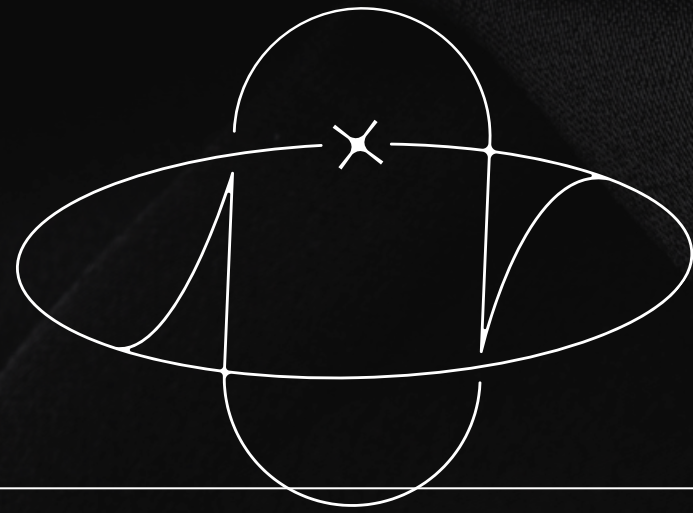
GUITAR & COMPOSITION

Former composer and recording artist, with experience in live shows and promotional radio tours.

Skills



WHERE I MAKE A DIFFERENCE



FUNNEL STRATEGY & STRATEGIC COPYWRITING

Ideation and implementation of conversion funnels, supported by strategic, goal-oriented copy.

BRAND COMMUNICATION & STORYTELLING

Crafted through newsletters, nurturing sequences, and product or service launches.

CAMPAIGNS

Creative concept development and execution for integrated communication campaigns.



SELECTED



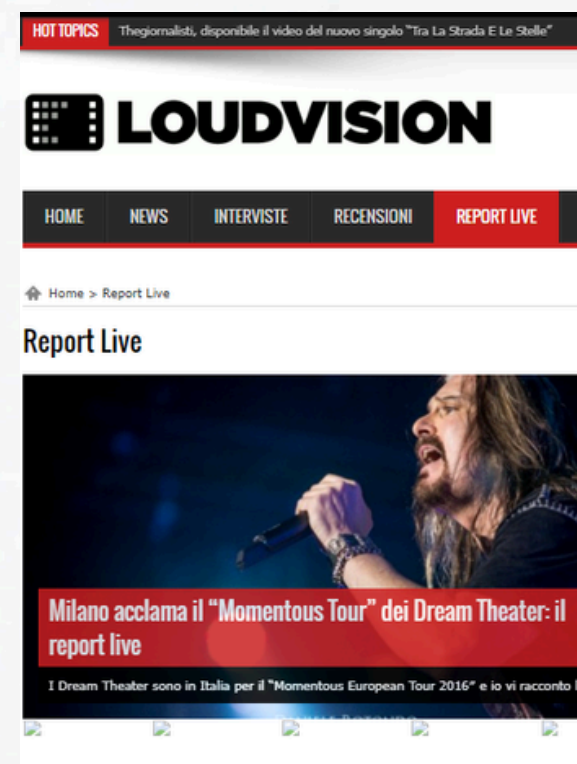
PROJECTS

THE FIRST MUSIC WEB MAGAZINES



CLIENT : BABYLON + LOUDVISION

Between 2001 and 2012, I worked within the editorial teams of Babylon and Loudvision, two pioneering Italian music web magazines. At Loudvision, I held the role of Music Editor-in-Chief, managing contributors while producing reviews, interviews, and live reports, often involving international assignments.



Week end

[culture&spettacoli]

VISTO&SENTITO. BAGNO DI FOLLA PER L'AVVOCATO NEL CONCERTO CHE INAUGURA L'EDIZIONE NUMERO VENTI DI "ASTIMUSICA"

Dal Diavolo Rosso all'Argentina La città applaude il suo cantautore

Esibizione intensa, ora si attendono Folkstone, Ensi, Fresu e il Premio Faletti

DI LUCA GARRONE

Fan, amanti della musica, curiosi e immancabili presenzialisti. La città in una piazza, questa sera (mercoledì). Le note di una "Ratafia" vestita a nuovo aprono "AstiMusica 20" all'ombra della Cattedrale e dal microfono la voce



EVENTO. A sinistra piazza Cattedrale gremita di pubblico mercoledì sera a pochi minuti dall'inizio del concerto. A destra Conte durante la sua esibizione. (foto Pietosu)

sul palco di "AstiMusica" ad annunciare l'artista che vi sarebbe salito di lì a poco, ha affermato: «Di artisti così ne nasce uno ogni cento anni e noi abbiamo avuto il culo di essere nati nel suo stesso periodo». Difficile dargli torto.

Hip hop, folk e jazz

Dopo i concerti di Conte e Umberto Tozzi (ieri sera), "AstiMusica" prosegue questa sera (venerdì) con i Folkstone, band medieval rock originaria di Bergamo (ingresso gratuito). Domani, invece, largo

la Piazza

[culture&spettacoli]

LIBRO. DOPO "PLEASE TO MEET YOU - SPIGOLATURE POP", MASSIMO COTTO TORNA A SVELARE IL LATO MENO CONOSCIUTO DEGLI ARTISTI

Mick Jagger steso da un pugno e sessant'anni di altre storie rock

575 aneddoti, raccontati da uno dei più importanti giornalisti musicali italiani, rivivono sulla pagina scritta dopo il successo dell'omonima trasmissione radio in onda dal 2012 sulle frequenze di Virgin Radio

DI LUCA GARRONE

Non c'è modo migliore per inquadrare "Rock Bazar" di quello contenuto nel preloquio che Massimo Cotto scrive per il libro:

[...] Il ricordo del rock che fu, tramite i suoi eccessi e i suoi miti, è felicità e



L'AUTORE

Chi è Massimo Cotto

Giornalista, disc-jockey, scrittore, autore, presentatore, direttore artistico. Massimo Cotto, asti-

lane editoriali, di enciclopedie della musica e di libri monografici di interviste a personaggi dello

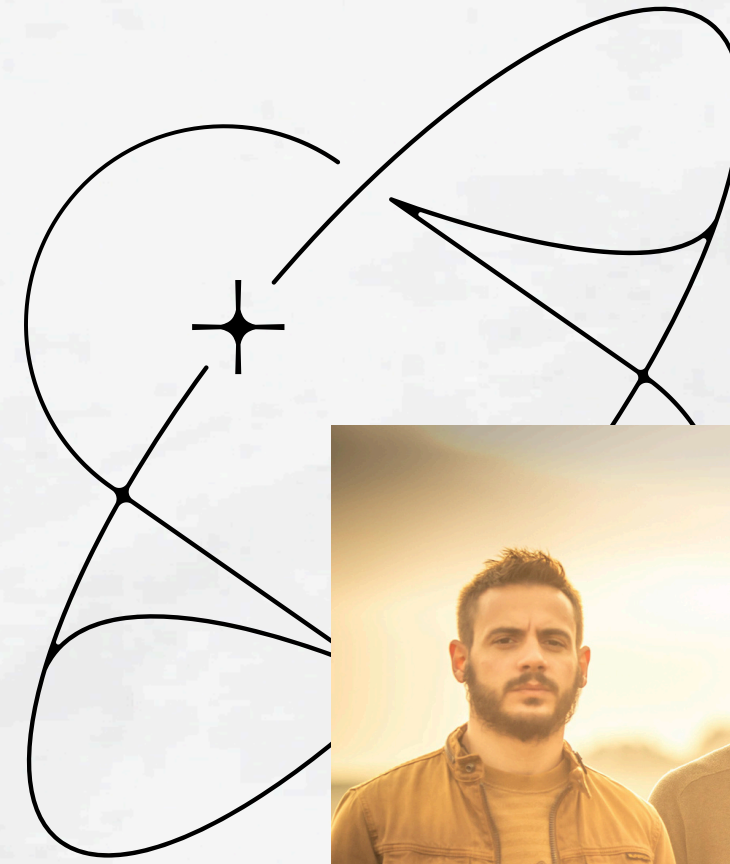
WRITING FOR 20,000 SUBSCRIBERS

CLIENT : EDITRICE OMNIA

Selected excerpts from articles in the biweekly La Nuova Provincia (Asti).

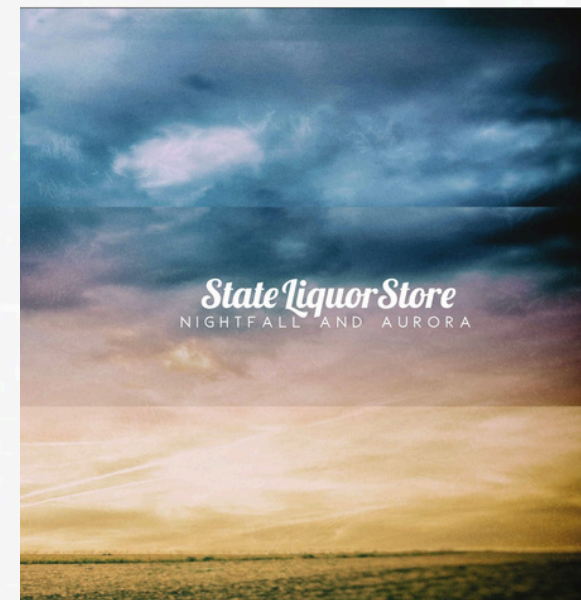
One reviews a **Paolo Conte** concert at AstiMusica; the other introduces the book Rock Bazar by music critic and radio host **Massimo Cotto**.


AN ALCHEMY OF WORDS AND SOUNDS



PROJECTS : ORDEM + STATE LIQUOR STORE

Ordem and State Liquor Store were the most significant musical projects I've been involved in. With **Ordem**, I released the album "The Quiet Riot" (SFR, 2013); with **State Liquor Store**, the LP "Nightfall And Aurora" (Libellula, 2017). Both projects included live performances, showcases, and promotional radio tours.



 Come ingannare il destino e diventare un simbolo

Fieno In Cascina cascina@timanzo.it

NEWSLETTER #13

La storia incredibile di una bambina speciale (PARTE 1)



*"Mangiare è un atto
agricolo"*

Wendell Berry

OPEN RATE? 34%, ACROSS 3 EMAILS

CLIENT : TIMANZO

A three-part spin-off series for **Timanzo's premium newsletter**, reaching **5,863 contacts** with an average **open rate of 34.7%**:

- Episode #1 [LINK >>](#)
- Episode #2 [LINK >>](#)
- Episode #3 [LINK >>](#)

ONLINE SCHOOL: FROM ZERO TO €500K+



3 CORSI ONLINE PER IGIENISTI DENTALI E ODONTOIATRI - FINO A 90 CREDITI FORMATIVI

Completa i tuoi ECM e non pensarci più!

Risparmi più di 350€ | Paghì in 3 rate senza interessi con PayPal

Perfetto per te se:

- ✓ devi ancora completare l'obbligo formativo 2020/2023
- ✓ vuoi iniziare a portarti avanti per il triennio 2023/2025
- ✓ cerchi competenze avanzate e più sicurezza operativa

VOGLIO I DETTAGLI



CLIENT : CONSUELO SANAVIA - CSANA ACADEMY

Opt-in landing page ([LINK >>>](#)) for the **pre-launch waiting list**, plus two examples of **pre-launch ads**. Dr. Consuelo Sanavia is a university lecturer and clinical tutor. I designed and developed her professional online training academy (Csana Academy, [consuelosanavia.it](https://www.consuelosanavia.it)). The project successfully generated **over €500,000 in revenue**.

ECM Event

FORMAZIONE AVANZATA A PREZZI IRRIPETIBILI

- 3 video corsi Csana Academy disponibili
- Sconti fino a 350€
- Aumenti le tue opportunità professionali

CON ECM EVENT
ACCELERI LA TUA CARRIERA



CSANA ACADEMY

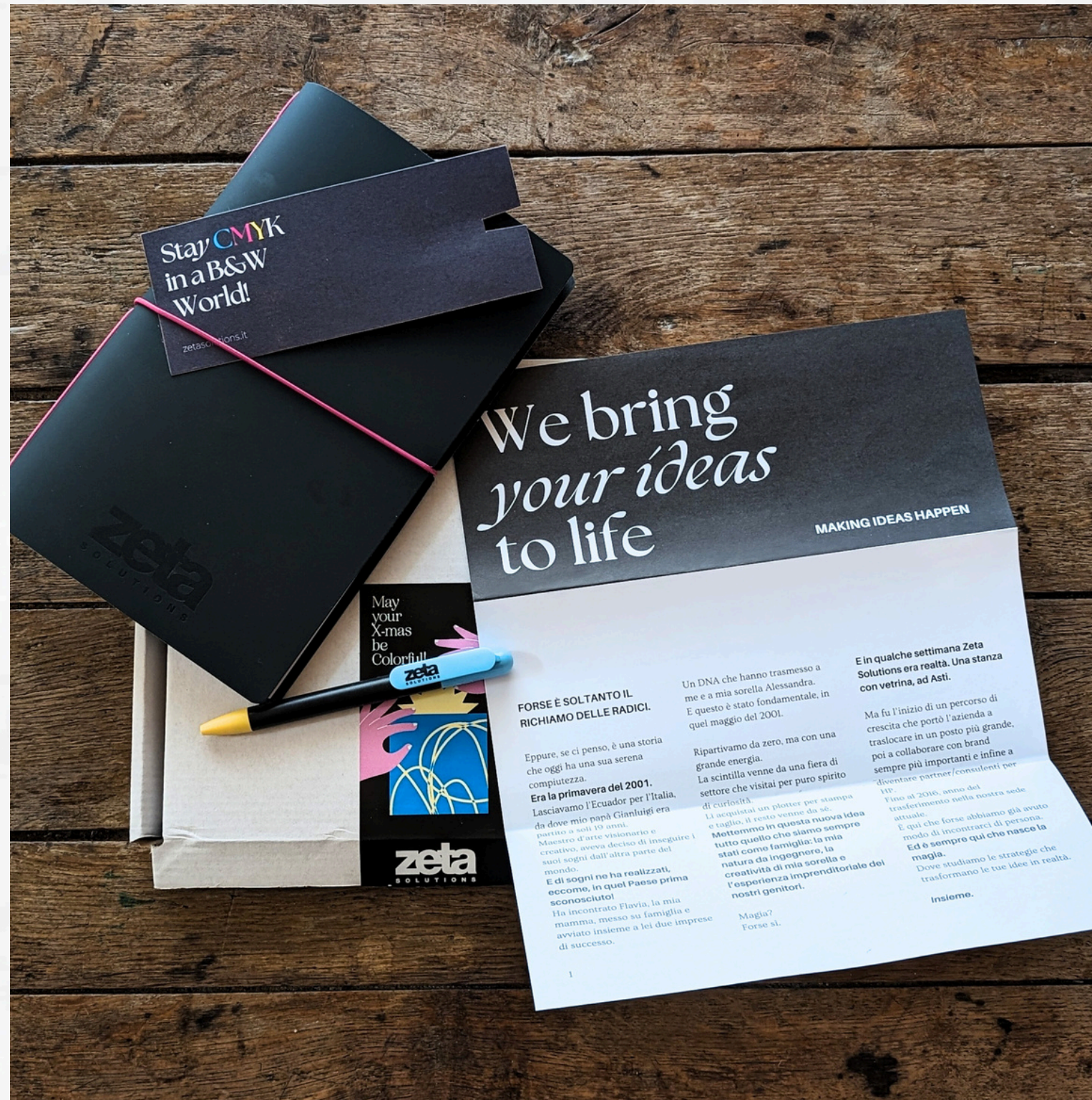
SOLO PER IGIENISTI E ODONTOIATRI

ECM Event

- 3 video corsi disponibili
- Sconti fino a 350€
- Aumenti le tue opportunità professionali

PORTA LA TUA CLINICA
A UN LIVELLO SUPERIORE



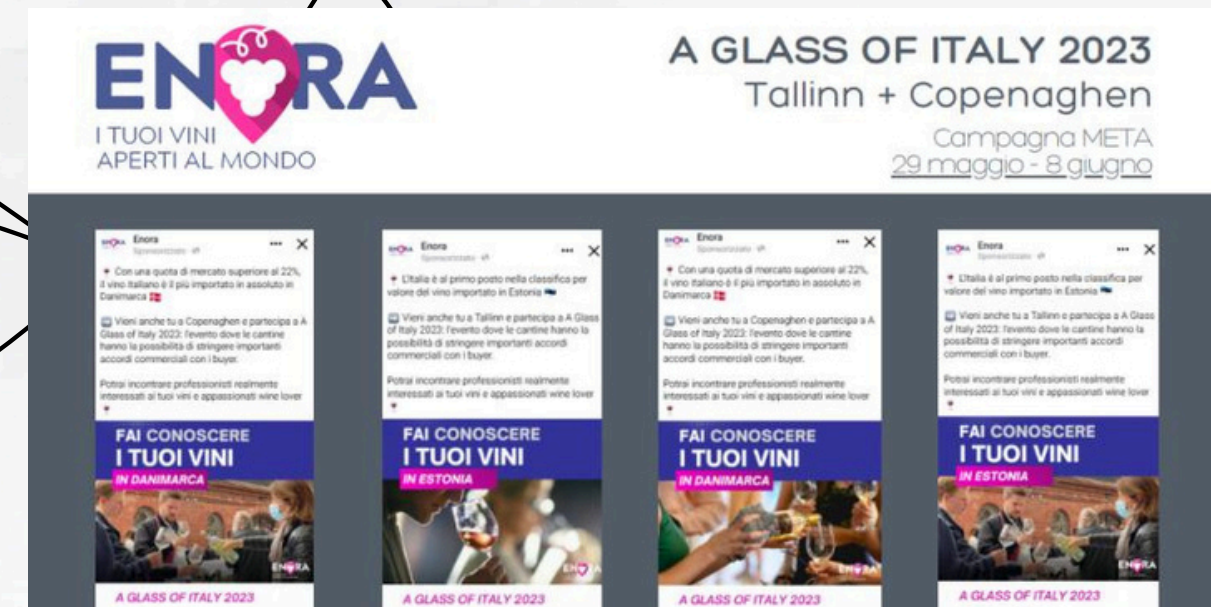
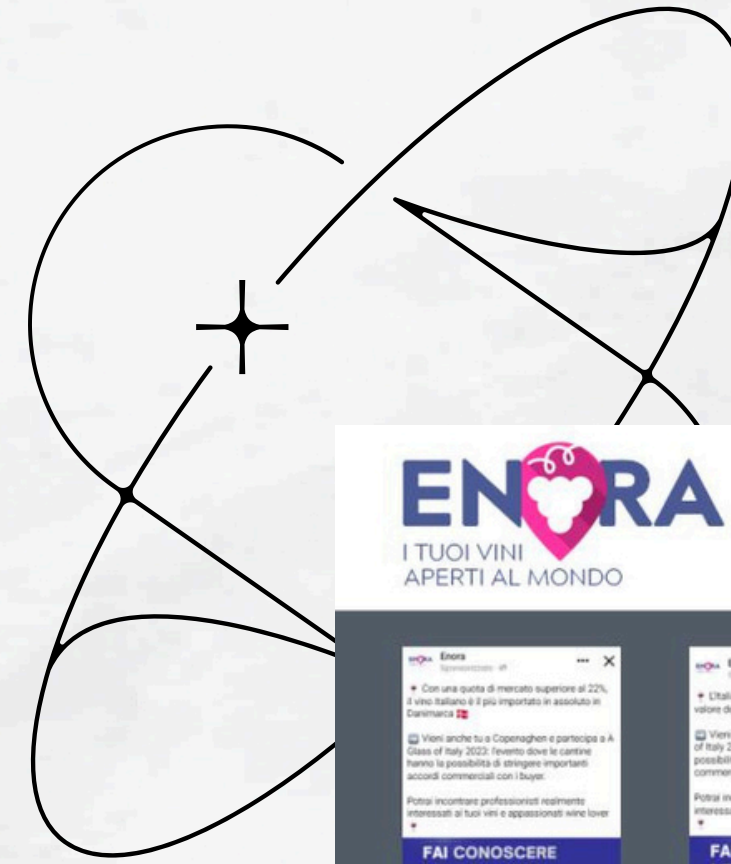


CMYK IN A BLACK & WHITE WORLD

CLIENT : ZETA SOLUTIONS

Designed and executed the "Stay CMYK in a Black & White World!" campaign, featuring exclusive holiday packaging for **200 premium clients** of Zeta Solutions.

2 CAMPAIGNS, 2 SOLD-OUTS



CLIENT : ENORA

Ads series for **Meta lead generation** for the international event **"A Glass of Italy"** (2022 & 2023 editions), both **sold out within weeks**. Excerpt from a thematic newsletter for the brand included.

Enora, a spin-off of Ideazione Srl, was launched from scratch in 2018.



TELLING THE STORY OF A COLLECTION

CLIENT : BOSCA SPA

Since 1831, Bosca has carried Italian sparkling wine tradition across the world. Its historic cellars are part of the **UNESCO-listed Underground Cathedrals**. I wrote the full set of product pages for the **Collezione Luigi Bosca** and a wide range of blog articles, from Metodo Classico insights to the brand's heritage.





€80,000+, FROM ZERO AND WITHOUT ADS

CLIENT : GUITARLAB BY DAVIDE PANNOZZO

For Davide Pannozzo's GUITARlab Academy, I built the GUITARlab Mastermind from the ground up, a high-ticket advanced music training program featuring an in-studio experience in New York. The first launch generated over €80,000 in revenue, with no ad spend involved.

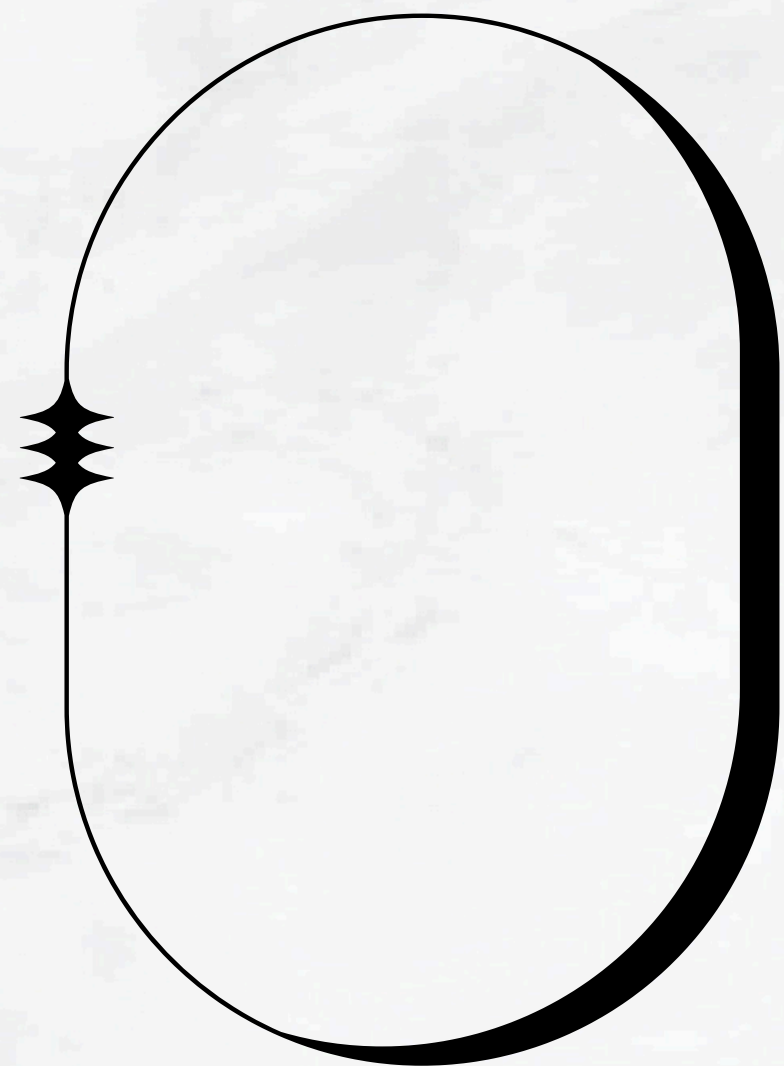
300 NUCLEO IN 15 MINUTES

CLIENT : CORNERSTONE MUSIC GEAR

I led the concept and execution of the pre-launch and launch campaign for the **NUCLEO pedal**, created by Cornerstone Music Gear in collaboration with celebrated guitarist and YouTuber **Paul Davids**. The campaign achieved a full sell-out: **300 units sold worldwide in just 15 minutes.**



**LET'S
RIDE
THE WAVE**



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