

# Elena Luoto

Copywriter | Brand Strategist | Luxury Marketing Specialist | Storyteller | CEO

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## Summary

Dynamic luxury marketing professional with over 15 years' experience in shaping and maintaining brand narratives across various platforms. Expertise in capturing a brand's unique essence and tone of voice in a poetic yet concise manner utilizing SEO best practices. Skilled in crafting impactful slogans, press releases, social media content, scripts, speeches, product names, website copy, catalogs, and more. Passionate about storytelling, successful in collaborating with a multitude of premium brands in sectors ranging from champagne to watchmaking, and in articulating the tradition and expertise of luxury artisans.

## Experience

**Copywriter/Brand Strategist/Luxury Marketing Specialist/ Storyteller/ CEO** Jan 2005 - Present  
**Elena Luoto Company**

### Senior Copywriter

**Digital Luxury Group, Digital Marketing Agency, Geneva, CH** 2023 - Present  
Crafted engaging social media posts for platforms like Instagram, Facebook, and LinkedIn, as well as producing high-quality brochures. Notable projects include:

**Rado Watches:** Developed captivating copy that highlights the brand's innovation and craftsmanship.

**Carl F. Bucherer:** Crafted persuasive marketing materials that emphasize the luxury and heritage of the brand.

**Watches & Wonders Geneva:** Contributed to the promotion of this prestigious international trade show, enhancing its visibility and allure.

**Atrium Luxury Villas:** Created evocative content that showcases the exclusive lifestyle and experiences offered by the villas.

**Hôtel de la Tour Hospital:** Developed materials that effectively communicate the luxury and care provided by this unique establishment.

### Senior Copywriter, Brand Strategist and SEO Specialist

**DODO Jewelry** 2019 - Present

- \* Developing and refining brand storytelling across various formats, including social media captions for Instagram, LinkedIn, and Facebook.
- \* Writing and editing press releases, website content, video scripts, and subtitles.
- \* Crafting collection names, slogans, and boilerplates, as well as mission statements and CSR content.
- \* Designing marketing presentations, newsletters, invitations, and magazine articles and ads.
- \* Managing client relations through CRM communications, client cards, and emails.
- \* Producing internal documents and training manuals, as well as detailed product descriptions.
- \* Composing speeches, quotes, and letters for the CEO.
- \* Creating brand and collection strategies, and tailoring the DoDo voice and tone for specific target audiences.
- \* Collaborating on the marketing strategy for the upcoming year and preparing comprehensive marketing presentations.

### Luxury Marketing Specialist, Senior Copywriter and Brand Strategist

**POMELLATO Jewelry** 2017 - 2024

- \* Developing brand storytelling through social media, press releases, website copy, and video scripts.
- \* Creating collection names, slogans, mission statements, and CSR content.
- \* Designing marketing presentations, newsletters, invitations, and magazine ads.
- \* Managing client relations and CRM communications.
- \* Producing internal documents, product descriptions, and CEO communications.
- \* Shaping brand voice and tone for target audiences.
- \* Crafting annual marketing strategies and visual storytelling for brand videos.
- \* Serving as editor-in-chief, selecting key moments for impactful video content, Pomellato For Women campaign 2020 with Cate Blanchett, Jane Fonda, Isabelle Huppert, etc.

### Luxury Marketing Specialist, Senior Copywriter, Brand Strategist and Storyteller

**PANERAI Watches** 2022 - May 2023

### Senior Copywriter and Marketing Specialist

**DARPHIN Skincare** 2018 - 2019

### Marketing Copywriter and Brand Strategist

**CARDELÙS Jewelry and LA FERVANCE Skincare** 2019

### Marketing Copywriter

**RICHEMONT GROUP** 2019

VivaTech Conference 2019 for 3 of its luxury Maisons (**Cartier, IWC Schaffhausen, Yoox Net-À-Porter**)

### Luxury Marketing Strategist, Copywriter, Brand Strategist and Storyteller

**BULGARI Jewellery, Eyewear, Fragrances, Handbags and Hotels** 2013 - 2017

## Strengths

Exceptional writing skills  
Brand strategist  
SEO expertise  
Web content writing  
Creative strategy  
Strategic communications  
New media marketing  
Content development  
Social media expertise  
Research proficiency  
Visual storytelling  
Press release writing  
Blog post optimization  
Editing and proofreading  
Collaboration skills  
Client management  
Adaptability  
Time management  
Creative problem-solving

## Languages

English (EMT)  
French (Fluent)  
Spanish (Conversational)  
Italian (Novice level)

## Education

Bachelor of Arts graduate  
**University of Wisconsin-Madison**  
**2001**  
Double major  
Degrees in International Relations  
and in French  
  
Certificate in Advanced Level French  
**La Sorbonne**  
**Fall 2007**  
Cours de Civilisation Française de  
la Sorbonne