



CONTENT BENEFIT

CHIARA BONIFAZI

PORTFOLIO

WELCOME

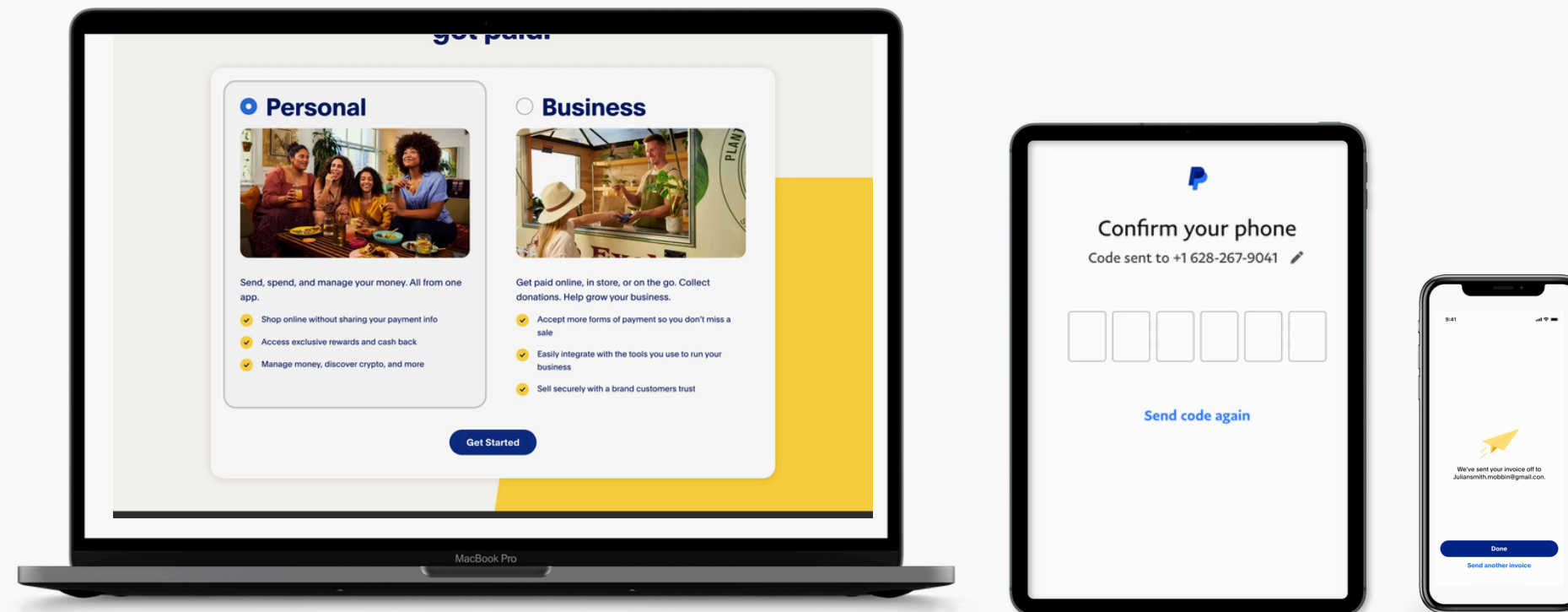
What's up

Twenty-five years [into content], and my life is still trying to get up that great big hill of hope for digitization.

(Credits 4 Non Blondes)

ENJOY →

Projects showcase



Zettle by PayPal POS launch in the US

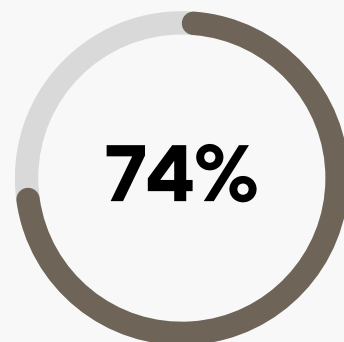
Problem

- No streamlined solution for physical stores
- QR code successful only in APAC and EU
- Deprecation of PayPal Here

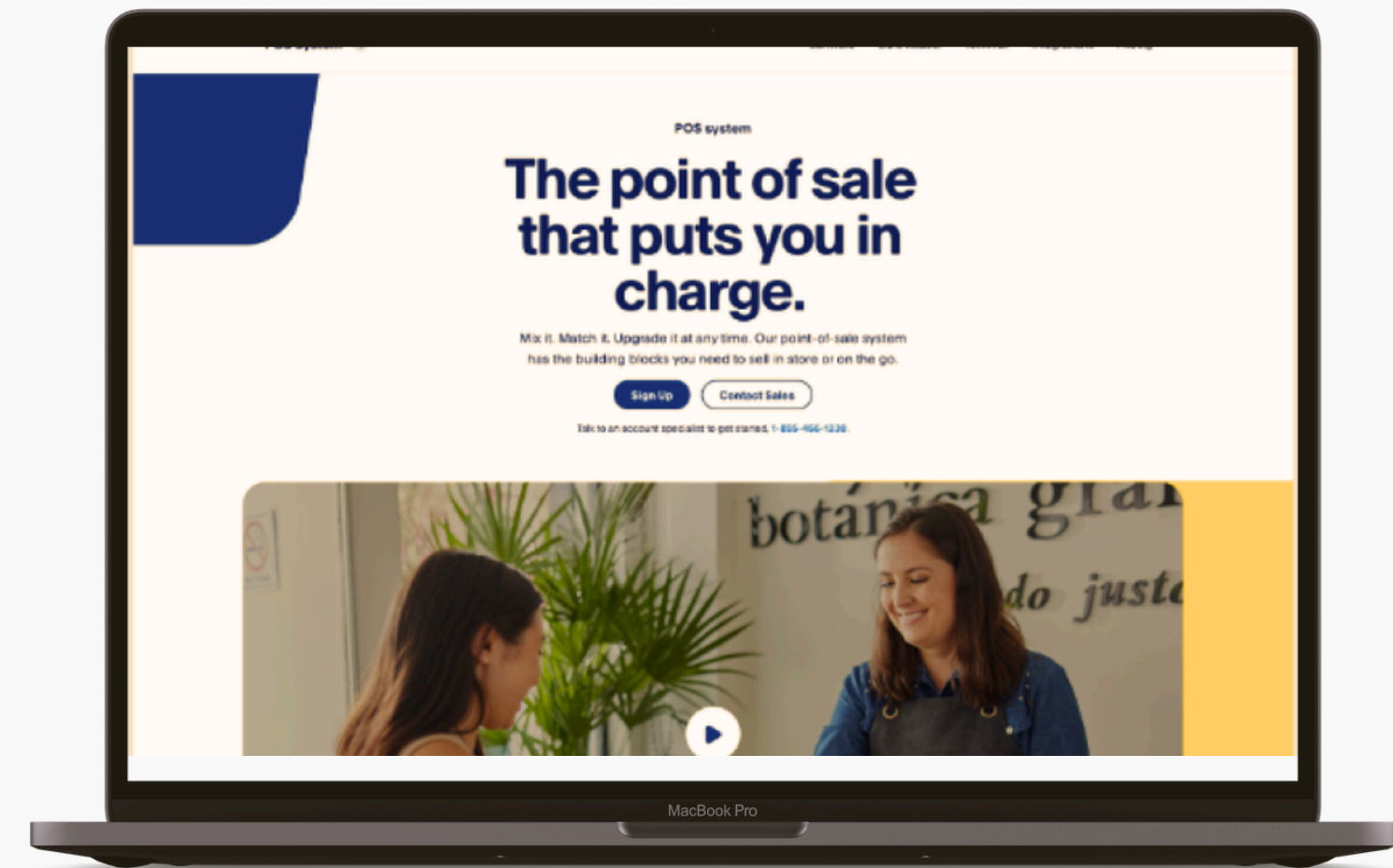
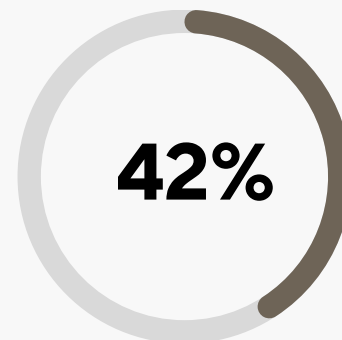
Solution

- Passport the Zettle POS to the US
- Write enticing marketing copy
- Streamline the onboarding flow

Engagement



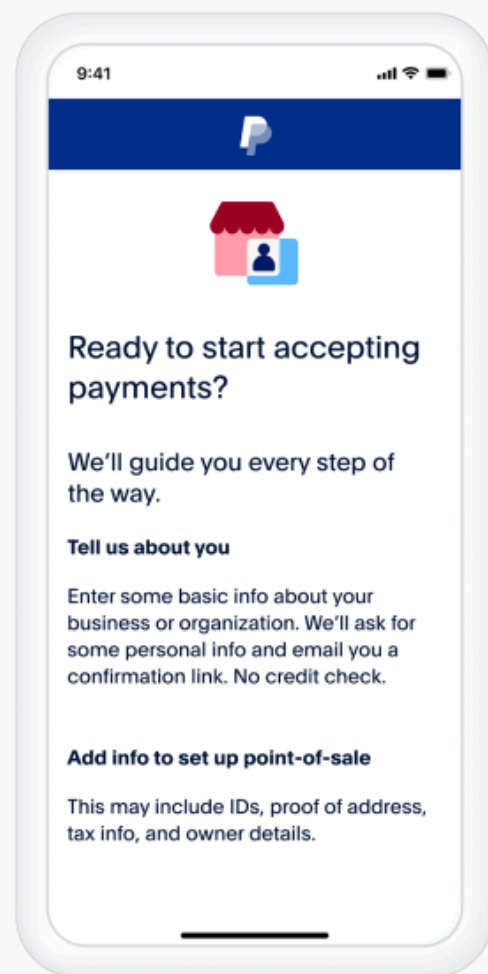
KYC success



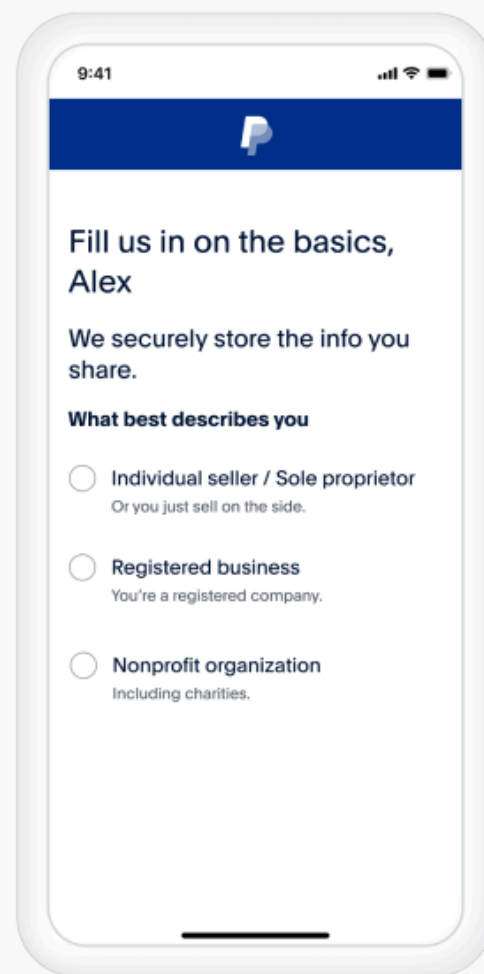
Marketing pages

Zettle by PayPal – New onboarding UX

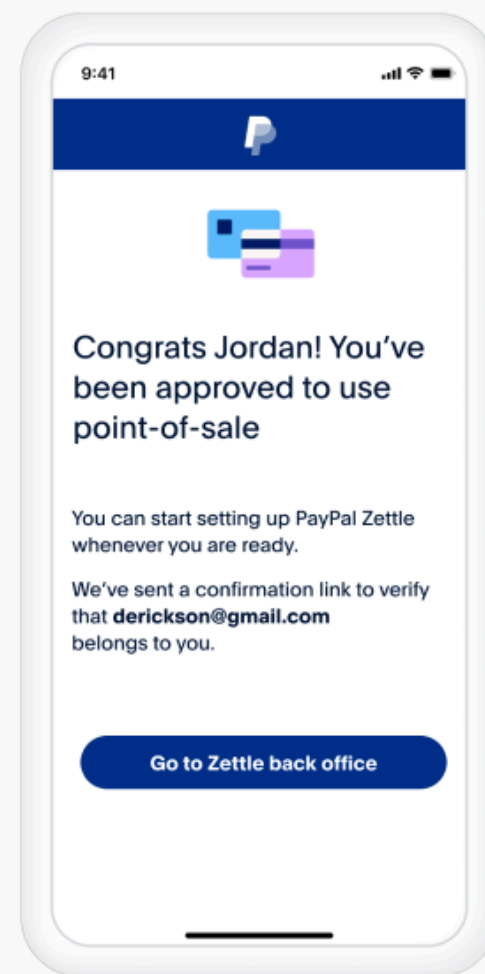
Slick flow with concise but compelling copy for a complex product integration. +8% onboarding completion.



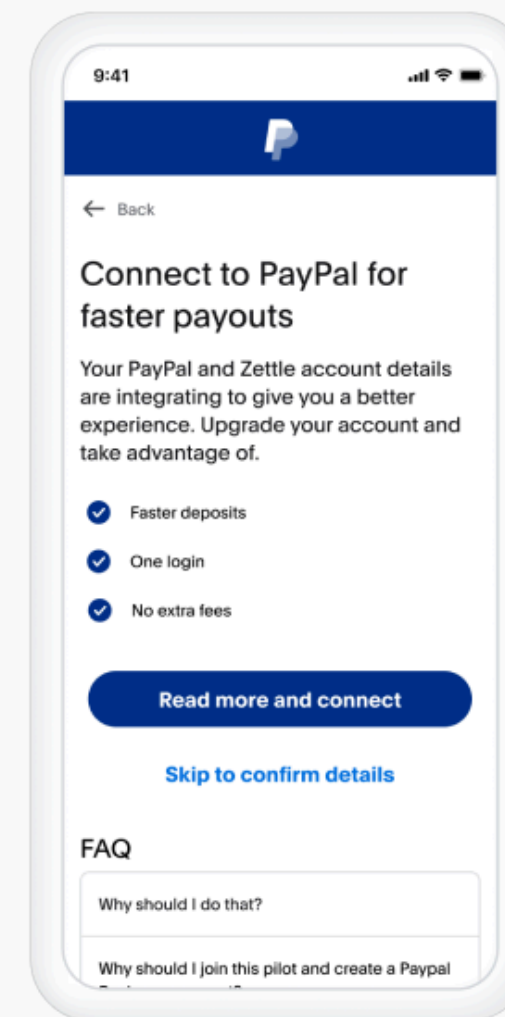
Welcome screen



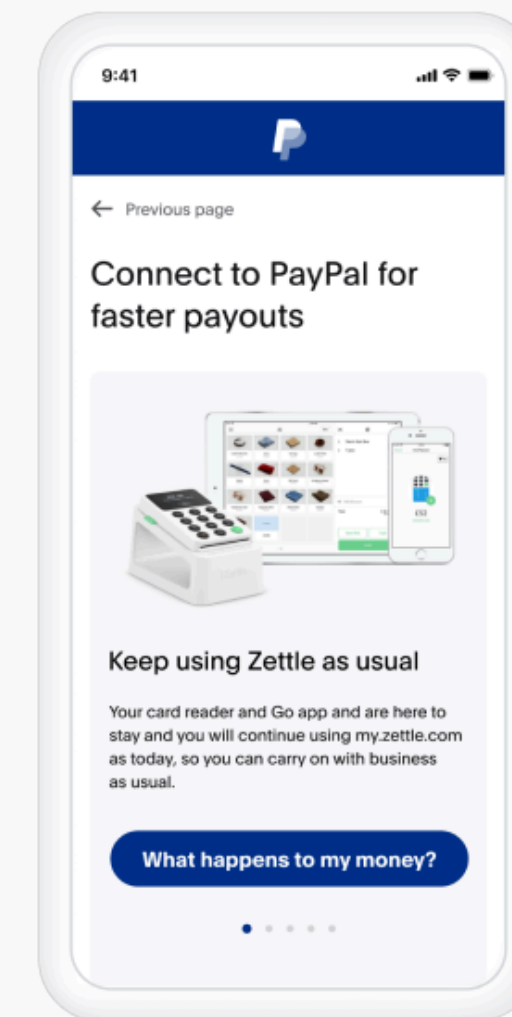
Business type



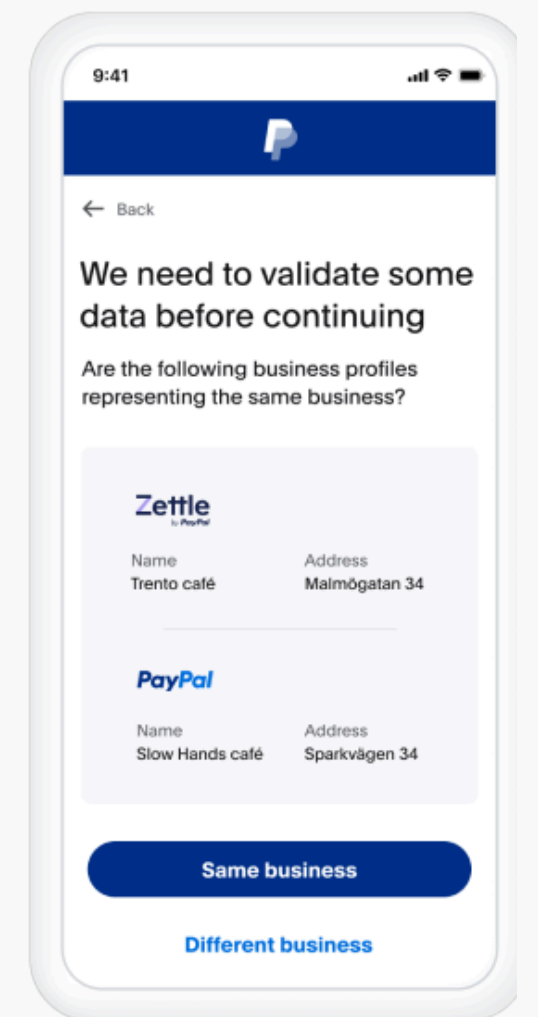
Done screen



Introduction screen

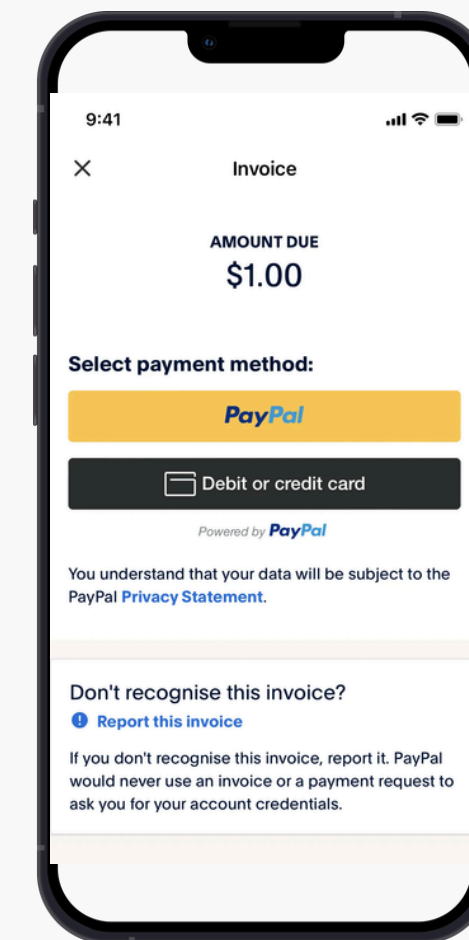
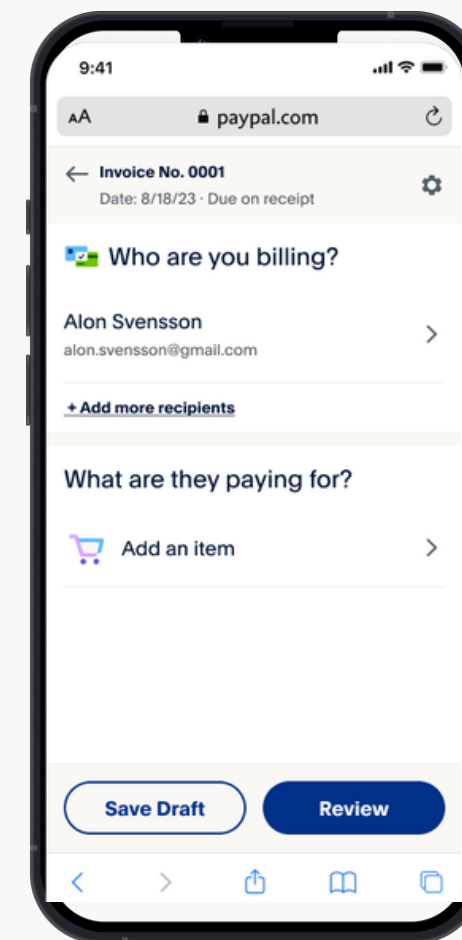
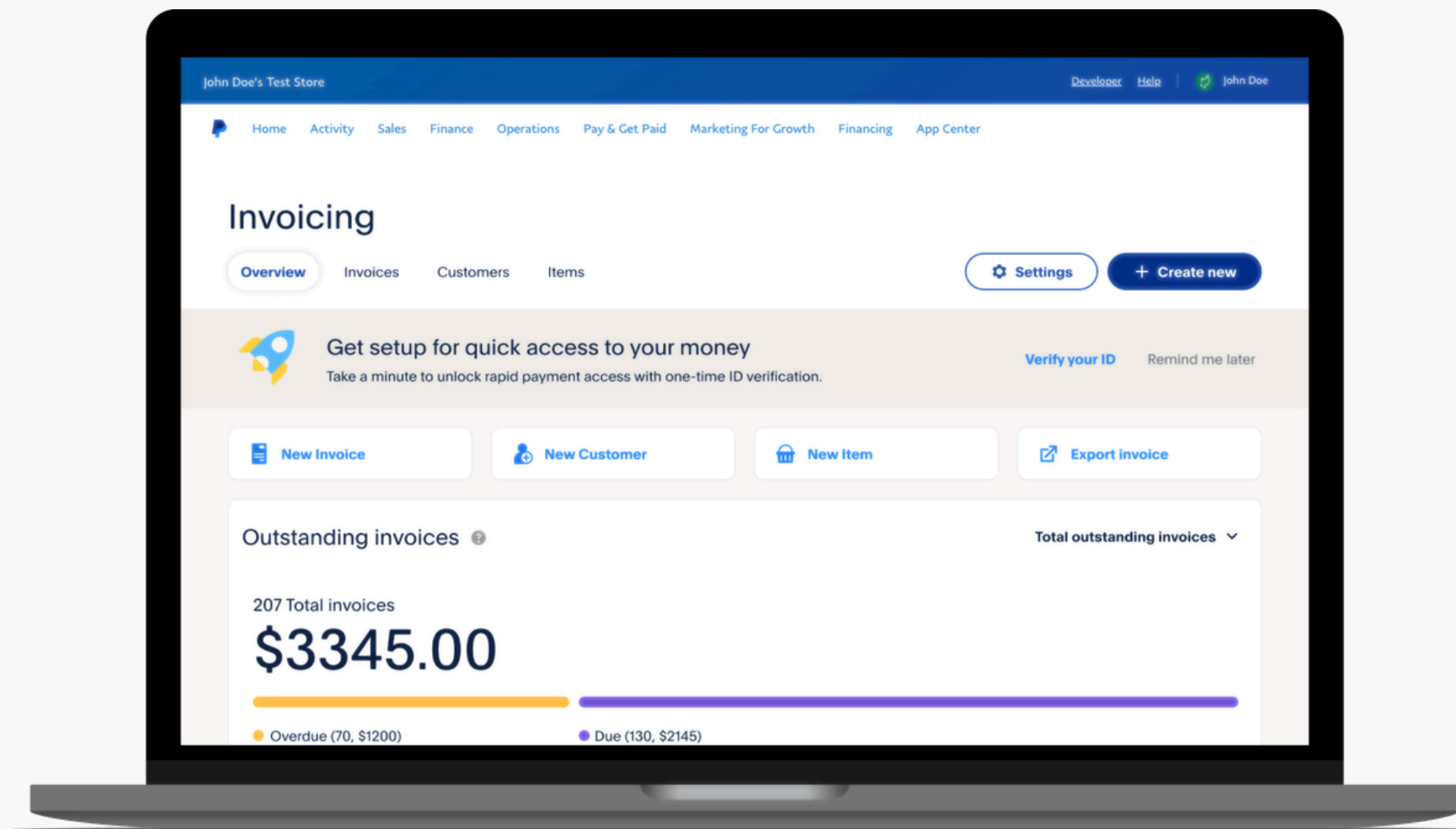


Start onboarding



Comparing accounts

PayPal Invoicing 2.0 – UX



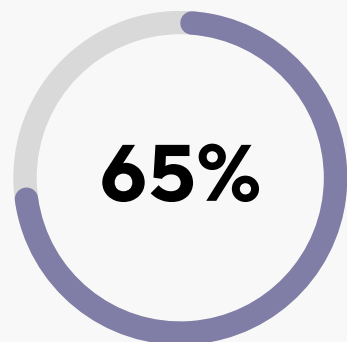
Instrumental revenue driver for PayPal, bringing together big enterprises, SMBs, and microbusinesses, focusing on B2B and reporting. KPIs: +3,5% retention – +2.3% First-time users.

PayPal Help Center for app

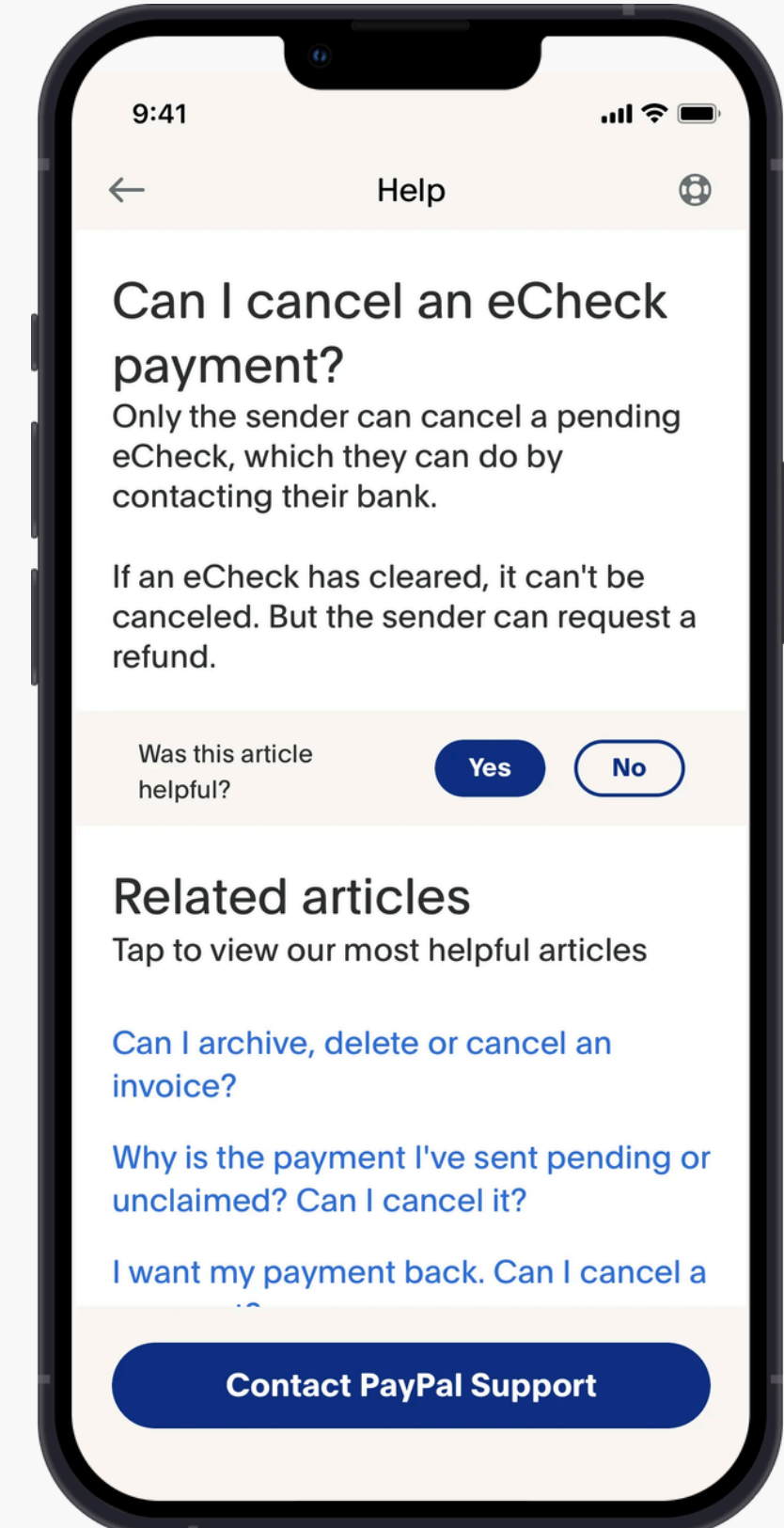
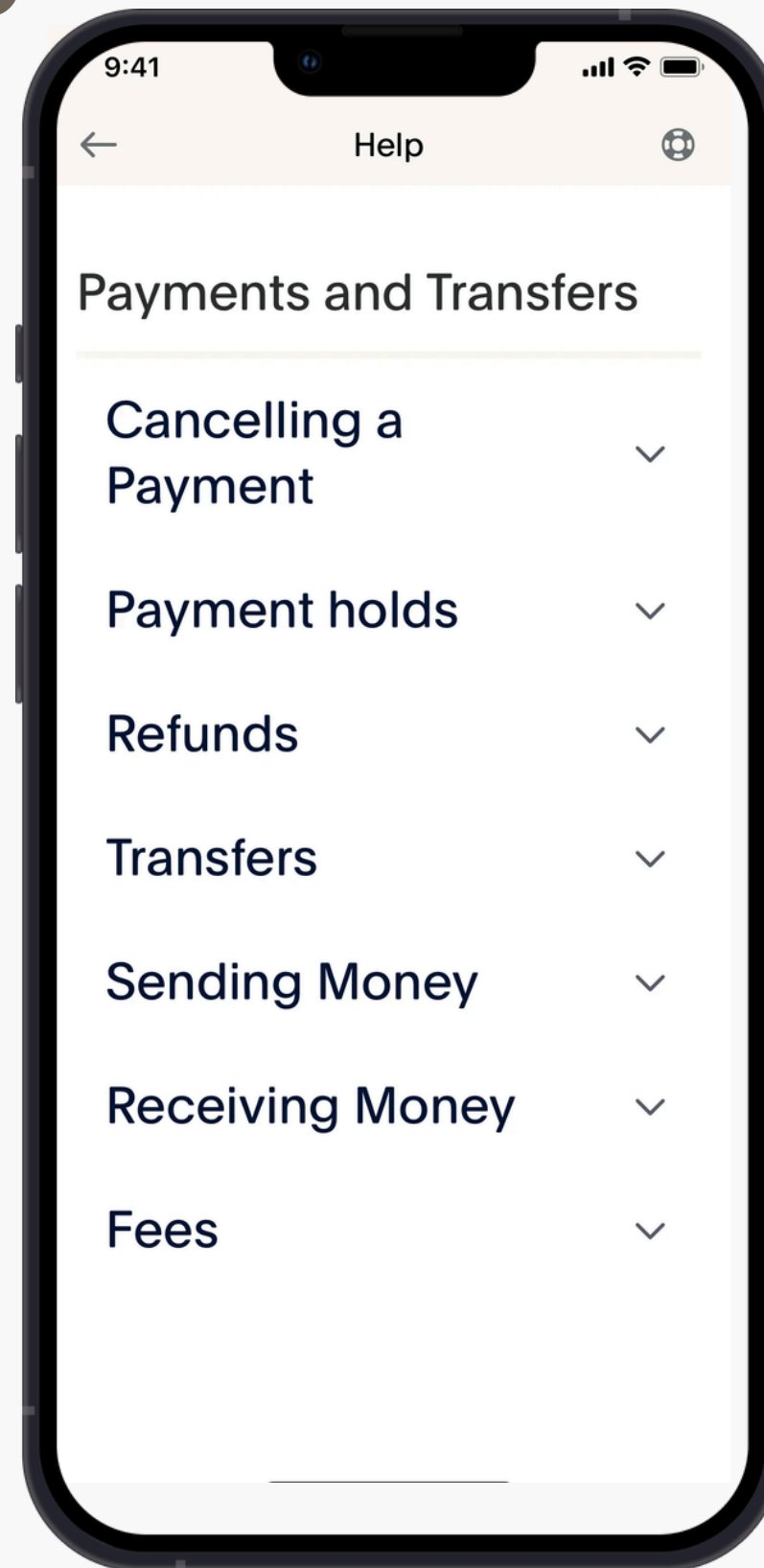
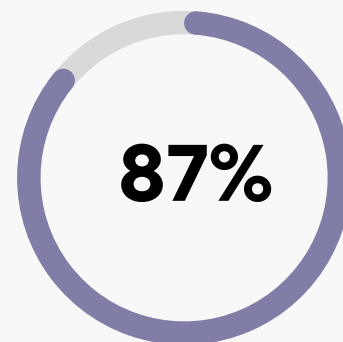
Streamlined the topic tree and optimized FAQs for a mobile-first experience with deep links for ease and convenience.

Contact abatement rates rose from the range of 60 to 80 percent. The best result is with disputes and claims at 92.

Before



After



PayPal – Italian copy refinement on P2P stories

Literal translations showed poor context understanding and ineffective localization. Proper transcreation solved the issue.

✘ Before

Quando si tratta di regali col contante vai sul sicuro.
Rendi animato il tuo regalo in contanti.
Guarda la nuova collezione di animazioni nell'app PayPal.

✔ After

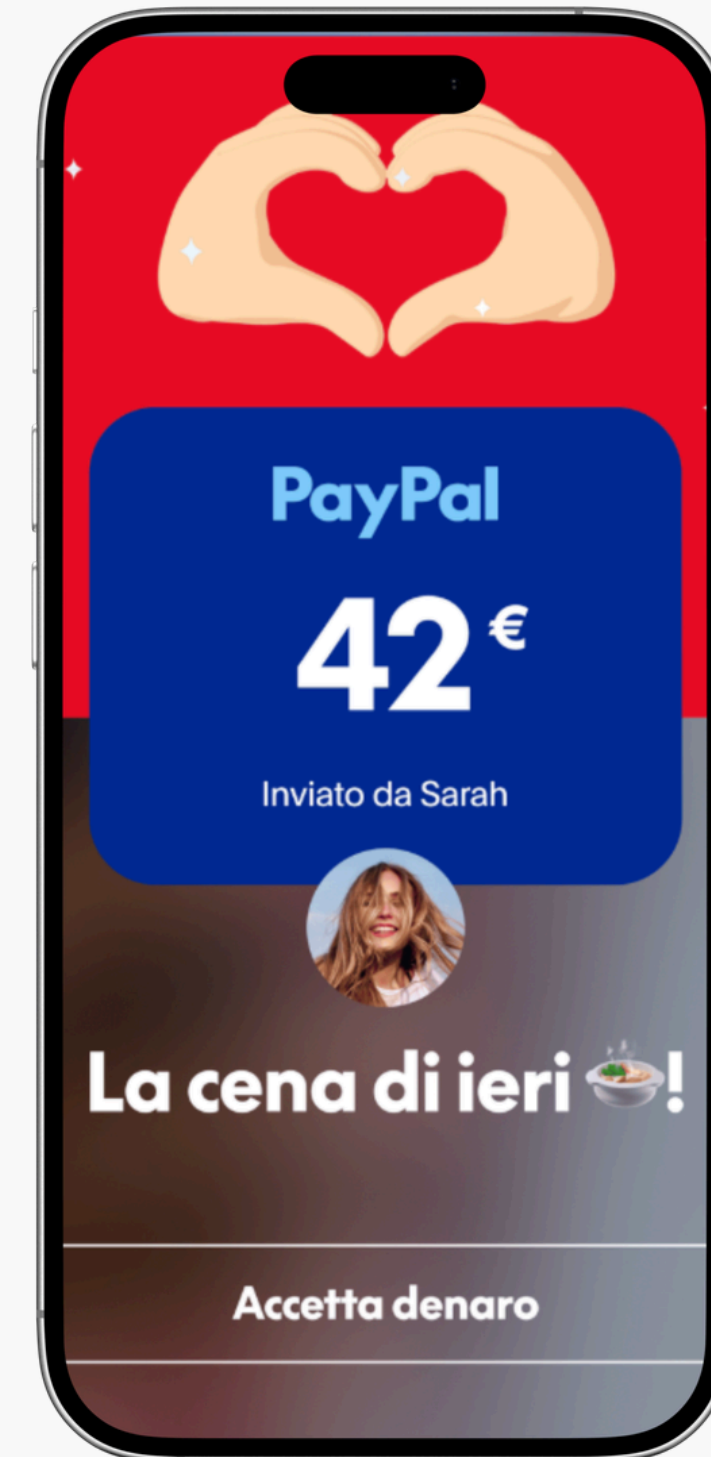
Devi scegliere un regalo? Non lanciare la moneta, mandala!
Anche i soldi hanno un'anima.
Scopri le nuove storie nell'app PayPal.

✘ Before

Invia affetto in contanti e aggiungi un tocco personale.
Rendi animato il tuo regalo in contanti.
Guarda la nuova collezione di animazioni nell'app PayPal.

✔ After

Ricambia l'amore con la stessa moneta.
Aggiungi un tocco personale.
Guarda la nuova collezione di animazioni nell'app PayPal.



Contents.com – User Pilot

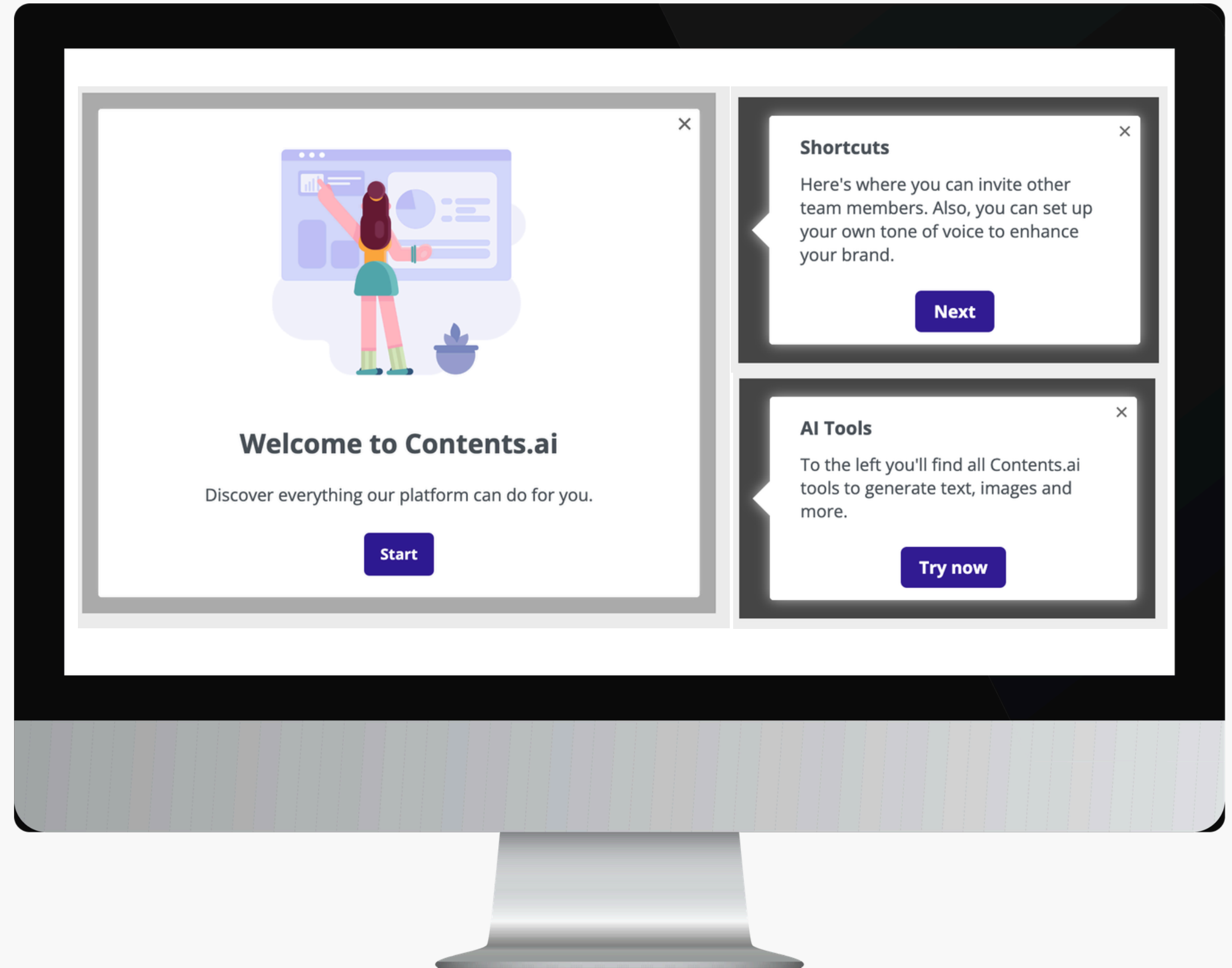
Problem

- Generative AI tool with lots of features
- Complex technical jargon
- Tough competition

Solution

- On screen messaging with clear tooltips on how to use the platform features.

User NPS after survey



Contents.com – Launch of AI Art

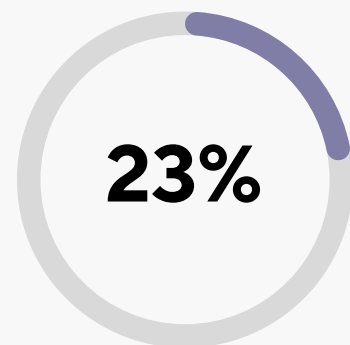
Problem

- Complex tool with difficult prompting
- Complex technical jargon
- Tough competition

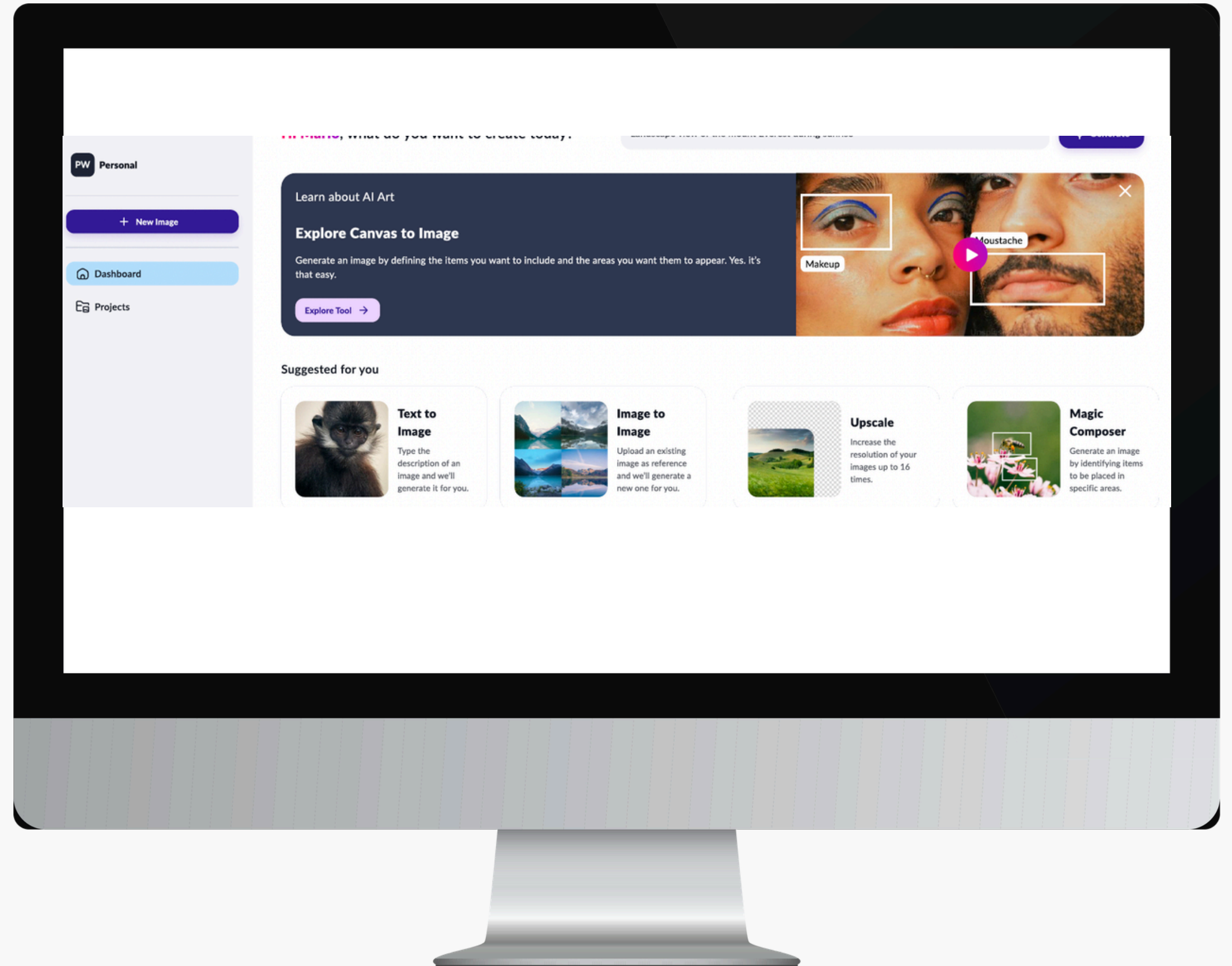
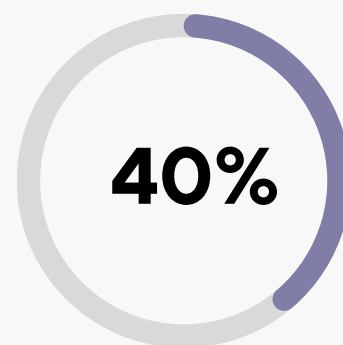
Solution

- Better naming Canvas to image > Art Composer
- Straightforward copy for the different functions
- Compelling marketing copy

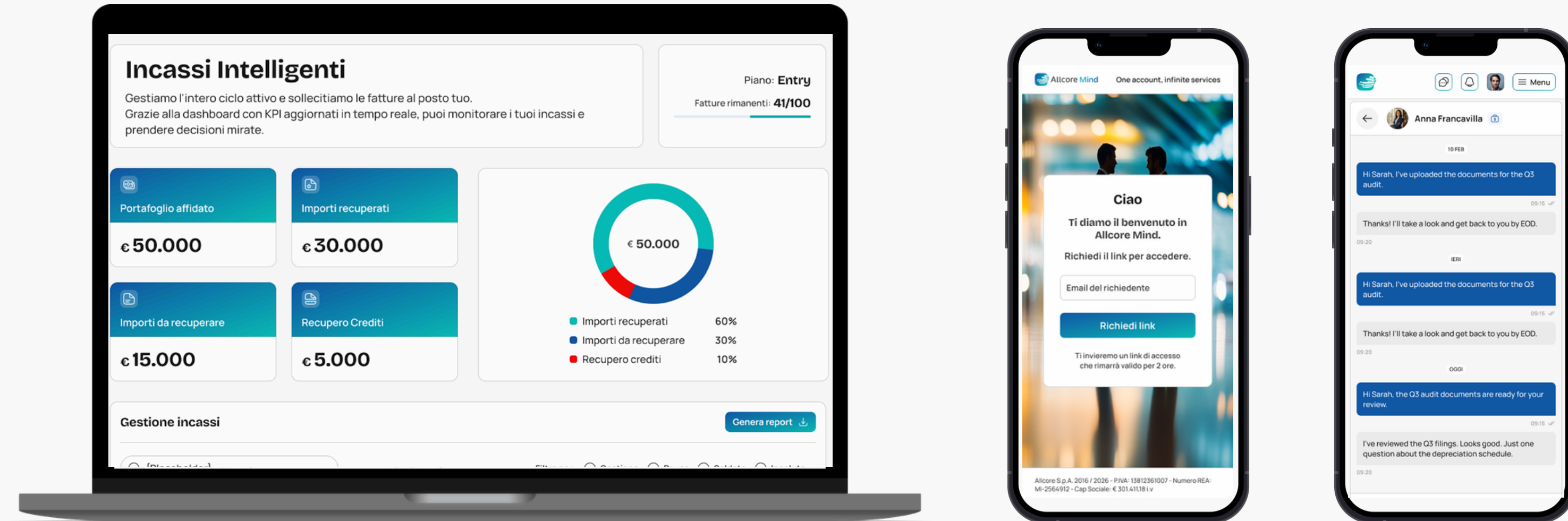
Initial adoption



After revision



Allcore Mind – Content Design



Content design, UX writing, and AI content system for a B2B AI-powered consultech platform; defining voice, tone, and content patterns for AI-driven interfaces. 15% adoption by existing clients within the first week. 3% new customers acquired.

Allcore Mind – Marketing assets

Problem

- Mostly accustomed to in-person consulting
- Low digital literacy among customers

Solution

- Customer-centric value prop
- A mixture of online and offline assets



New

Packly – SEO Blog and branding pages

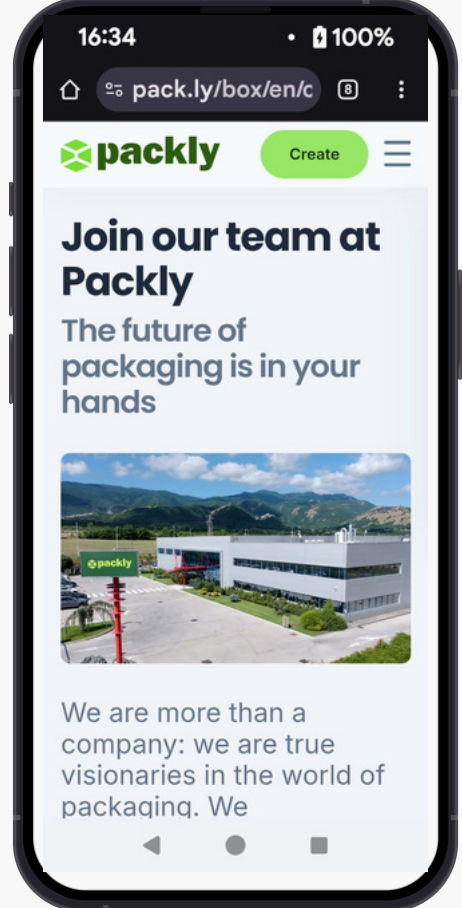
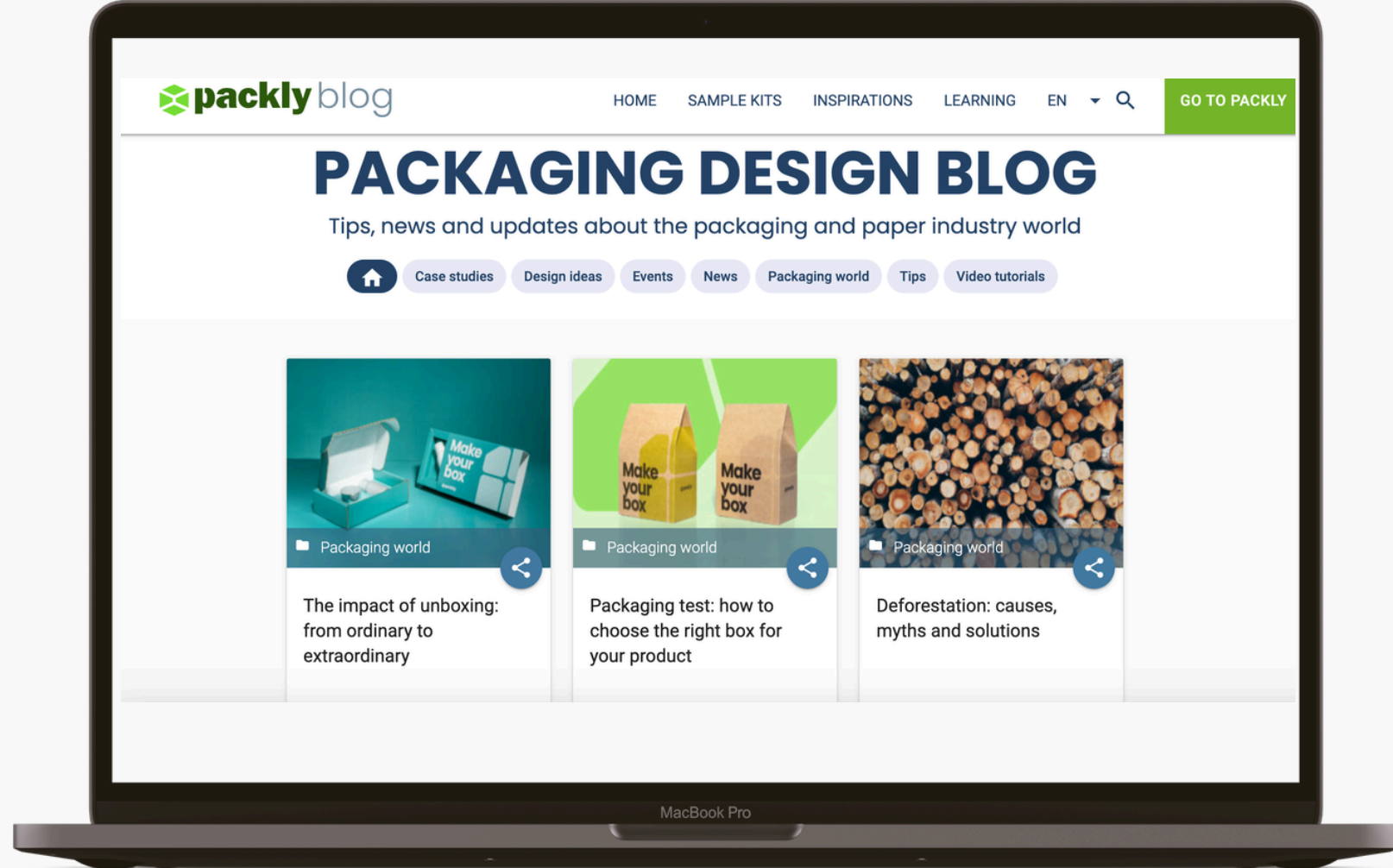
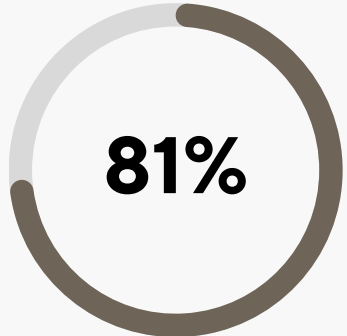
Problem

- Heavy competition on organic positioning
- Tone of voice perceived as technical and unattractive

Solution

- Populate the blog with trendy but SEO friendly articles
- Improve brand awareness through compelling pages

Leads coming from organic search



Online therapy - Briefing for OOH ad in Italy

Briefing

- OOH campaign for Milan. Target 30-40 yr olds
- Easily transposable on social media

Solution

- Witty but focused on the resolution
- Comprises a pun collirio/colloquio for potential virality

**GUARDI AL FUTURO
MA LO VEDI MALE?**

NON TI SERVE UN COLLIRIO, MA UN COLLOQUIO.

Scarica su
App Store

Confermata
Individuale
Martedì 30 gennaio
9:00 - 9:45

Collegati

DISPONIBILE SU
Google Play

serenis

Thank You

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+39 347 669 8024