

Matteo Bianchi

Brand marketing manager, creative strategist, copywriter and vice versa.
Analog since 1999, digital since 2004.

www.matteobianchi.net



Born in Italy, in 1975.

Living in Varese (Milan area - Italy).

Linkedin profile: <http://it.linkedin.com/in/matteobianchi>

Eclecticism is the keyword that describes my professional approach as I master a broad range of disciplines, combining them in a profitable way.

Instinct is what makes me good in understanding the underlying needs of the client I am talking to, so I can find suitable and tailored business solutions.

Ethics is the overarching principle of my work as I strongly believe value is not measured by profit only.

As a **strategic** and **creative** thinker, I excel in managing the entire communications workflow - from data insights to the final output - on all channels, online and offline.

My experience includes managing a **5 million/year** budget and shaping a marketing communications department of **5 people**.

Working both on the **agency** and the **company** side, during my career I developed my expertise in the following fields: **luxury & fashion, automotive, travel & leisure, food & beverage, TLC, media & entertainment, pharma, industrial and engineering**.

----- IN A FEW WORDS -----

- Strategic planning (research, competitors, identity...).
- Brand management (budgeting, media, ADV, PR...).
- Digital (SEO, SEM, social media, content, UX, A/B testing...).
- Copywriting (top level in Italian, very short forms in English).
- Digital/offline integration (full knowledge of all media).
- Creative and innovation processes (there is always a better way).
- Negotiation and presentation (win-win approach).

----- EXPERIENCE -----

• **Brand marketing manager, creative strategist, copywriter. Advisor to digital, advertising, BtoB and BtoC companies + startups. (From 2009)**

- Strategic brand management.
- Qualitative and quantitative research activities.
- Steering media planning online/offline.
- E-commerce, corporate Web sites and social media activation.
- Managing creative agencies, online/offline (if working by the company side).
- Managing client needs and briefs (if working by the agency side).
- Budget tracking, online/offline (€5 Millions/Year).
- Creating and developing cross channel communication strategies.
- Content marketing.
- Cross cultural planning EN to IT (Ogilvy London, Rothco Dublin).
- Transcreations EN to IT (Ogilvy London, Wordbank London).
- Copywriting IT (on every channel).

Hands-on experience with: apps, e-commerce, social, web sites, direct marketing, e-mail marketing, radio, TV, print, outdoor, below the line, unconventional.

Selected accomplishments: 2017-20 **Eolo** new brand strategy, turnover +30% YoY. 2013/14 **Expedia** European TV and radio campaign: cross cultural planning and localization for the Italian market, Creative Effectiveness Lion at Cannes Lions 2014. Winner of important new business pitches for **OVS** (e-commerce and corporate), **Coty Playboy** (social), **Marella** (e-commerce, corporate and social), **Stefanel** (e-commerce, corporate and social), **High Fashion** (e-commerce and corporate). Creative strategist for lunastorta.it: Mestruoman (**Buscofen**, Boehringer Ingelheim Italia S.p.A) is a digital case history in the pharma sector in Italy.

Clients: Boehringer Ingelheim, Comune di Firenze, Eolo, Expedia, H-art, High Fashion, M&C Saatchi, Ogilvy London, Ogilvy Milano, Stefanel, Ikea, Max Mara Fashion Group, Mutti, Nivea, OVS, Sky, Wind, Wired, YOOX Group and more.

• **Brand marketing manager and copywriter at FANDIS SpA. BtoBtoC, Mechanical/Engineering industry. (2007 - 2009)**

- Working directly with the top management of three business units, responsible for the translation of the business strategy into communication strategy and concepts.
- Project leader, supervisor and copywriter for all the communication projects.
- Instructor for a 10 hour communication workshop organized by Fandis and dedicated to sales managers and customer services.

Selected accomplishments: activation of the digital strategy and email marketing, brand consistency optimization, SEO (aquis.it ranks n.1 in Google organic search), usability optimization, overall qualitative improvements.

• **Creative director at BSK Advertising. (2004 - 2007)**

- ATL, BTL, digital, events, viral, guerrilla.

Clients: Beck's, Tennent's, Stella Artois, Cobra Automotive Technologies.

• **Copywriter in international advertising agencies: J. Walter Thompson / Bates / Conquest Materia. (1999 - 2004)**

- ATL, BTL.

Clients: Seat Automobiles, Candy, Ballantine's, Continental, Coppa del Nonno, Ermenegildo Zegna, H3G, Il Giornale, Lloyd 1885, Loaker, Mr. Day, Manetti & Roberts, Maxibon, Panlat, Parmalat, Stantal Active Drink, Sinergy, Silicomp professional telephony, Subaru, SMA Supermercati, Vodafone.

----- EDUCATION AND COURSES -----

• **Web Marketing** (2014) • **Direct Marketing** (2009) • **Screen writing** (2001) • Associate college degree: **Electronics** (1997) • A lot of **books**: since I started working in marketing.

----- LANGUAGES -----

• **Italian** (mother tongue) • **English** (working proficiency)
• **Spanish** (lower intermediate).

----- HOBBIES AND PERSONAL GROWTH -----

• **Paragliding** • **Fight sports** • **Yoga** • **Psychoanalysis**.