

Matteo Bianchi

Marketing manager, strategist, copywriter. And vice versa.

www.matteobianchi.net



Born in Italy, in 1975.

Living in Varese (Milan area - Italy).

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

Senior consultant working for **international advertising agencies, renowned digital agencies** and **medium sized companies**.

A **strategic** and **creative** thinker and doer, able to manage the entire communications workflow - from data insights to the final output - on all channels, **online** and **offline**.

Experienced in the **luxury & fashion, automotive, travel & leisure, food & beverage, TLC, media & entertainment** and **engineering** sectors.

Budget management of **5 million/year**, shaping and mentoring a **5-people** marketing department.

----- IN A NUTSHEL -----

- Strategic planning (research, competitors, identity...).
- Brand management (budgeting, media, ADV, PR...).
- Digital (SEO, SEM, content, UX, A/B testing...).
- Copywriting (top level in Italian, concepts and ideas in English).
- Digital/offline integration (full knowledge of all media).
- Creative and innovation processes (there is always a better way).
- Negotiation (win-win approach).
- Clients: AKQA, YOOX, Vodafone, Eolo, Maserati (and many more).

----- EXPERIENCE -----

For a more detailed list of projects see the LinkedIn profile: <http://it.linkedin.com/in/matteobianchi>

• **Marketing manager, 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: 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 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)

----- LANGUAGES -----

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

----- HOBBIES -----

- **Paraglider** pilot since 2001.