

MATTEO GRIGATTI

Marketing Lover & Communication Addicted



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EXPERIENCE

Marketing Communication Team Leader

Chemspeed Technologies AG November 2018 - March 2019 Switzerland chemspeed.com

I have supervised and led the Marcom team within the Marketing Department and across all worldwide distributors. Some of the main tasks are defining and implementing the marketing communication strategy; coordinating the implementation of media and marcom resources, brand communications strategies and plans at the international level; driving the go-to-market strategy; and defining, following and reporting KPIs.

Marketing Communication Manager / Media & Digital Marketing Manager

Hamilton Bonaduz AG April 2013 - October 2018 Switzerland hamiltoncompany.com

Enhanced the brand of the company through creation and execution of communication plans with two main goals: improve customer experience and generate leads.

Main tasks: inbound marketing, content marketing, digital marketing, e-mail campaigns, market studies, business plan development and analysis, online advertising campaigns, landing pages and websites management, and more ...

Communication Manager

Malta Institute of Management January 2012 - January 2013 Malta maltamanagement.com

Led the company promotion through e-mail marketing, content marketing, and the website/landing pages. International events management (budgeting, arranging for speakers, identifying target audience, sponsorships, etc.). Enhanced brand image through social media (launched Twitter, LinkedIn and YouTube accounts): more than 100 videos online, 5'000 new professional contacts and +25% of new visitors to the website in one year.

Web Site Manager & Press Officer

Pallacanestro Biella S.p.A. January 2009 - March 2013 Italy pallacanestrobiella.it

Launch, development and management of the new website and of all social media channels as Facebook, Twitter, Flickr and YouTube, publishing daily news, reports, interviews, highlights, galleries and lead generation content. Writing and distributing press releases; main point of contact for the media for the junior teams.

Journalist

Il Biellese & Radio City January 2006 - December 2012 Italy ilbiellese.it & radio-city.it

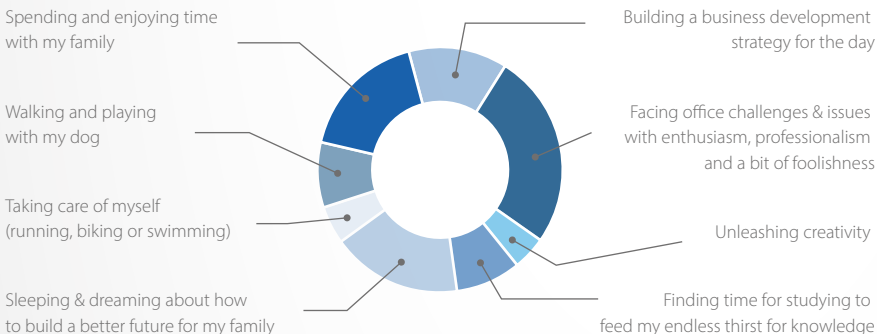
Acted as Editor-In-Chief and delivered live commentary of basketball: the main Italian championship and the local team in Italy and Europe (Germany, France, Czech Rep. and Latvia). Special Correspondent for the European Parliament in Brussels.

Sales Manager & Vocational Trainer

Domovip Europa Srl April 2008 - April 2011 Italy domovip-europa.it

Italian sales manager of top-quality products, such as beds, mattress and components, and magnetic therapy machines. Vocational Trainer of new sale force members and also responsible for refresher courses.

A DAY IN MY LIFE



HOBBIES & INTERESTS



LIFE PHILOSOPHY

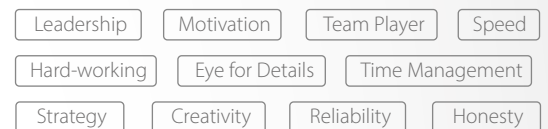
"Ever tried. Ever failed. No matter. Try again. Fail again. Fail better."

(Samuel Beckett)

MOST PROUD OF

- My Family, because they are my biggest source of happiness and motivation
- Courage I had to leave job, family and friends, and try to create a better future starting from scratch
- My Spirit - I'm always positive and confident
- The Persistence in looking always for new challenges and opportunity

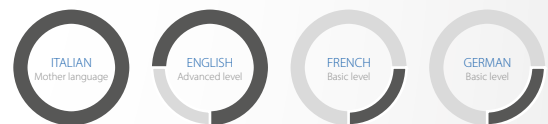
STRENGTHS



SKILLS



LANGUAGES



EDUCATION

Master of Business Administration (MBA)
University of Roehampton
April 2014 - June 2018 on-line (London) roehampton.ac.uk

Master in e-Commerce, Social Media & Digital Marketing
Digital Coach
March 2013 - March 2014 on-line (Milan) digital-coach.it

Scienze della Comunicazione
Università degli Studi del Piemonte Orientale
October 2003 - December 2006 Vercelli, Italy unipmn.it