

MATTEO GRIGATTI

Marketing Lover & Communication Addicted

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EXPERIENCE

Marketing Manager

Genedata AG | Jul 2019 - | Switzerland | genedata.com
 Leading the marketing team - planning, organizing, and managing all marketing functions in close collaboration with sales, and R&D departments, and coordinating the generation of marketing collaterals and international events and conferences.

Marketing Communication Team Leader

Chemspeed Technologies AG | November 2018 - March 2019 | Switzerland | chemspeed.com
 Led the Marcom team across all worldwide distributors, defining and implementing the marketing communication strategy, coordinating the implementation of media and marcom resources, brand strategies, and driving go-to-market strategies.

Marketing Communication Manager / Media & Digital Marketing Manager

Hamilton Bonaduz AG | April 2013 - October 2018 | Switzerland | hamiltoncompany.com
 Enhanced the brand through creation and execution of communication strategies to improve customer experience and generate leads, with a focus on inbound and digital marketing, market studies, business plan development and analysis.

Communication Manager

Malta Institute of Management | January 2012 - January 2013 | Malta | maltamanagement.com
 Led the products promotion through e-mail marketing, content marketing, and the website/landing pages, enhancing brand image through social media - International events management (including planning, budgeting, and sponsorships).

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, publishing daily news, reports, interviews, highlights, etc. - Writing and distributing press releases, as main point of contact for the media for the junior teams.

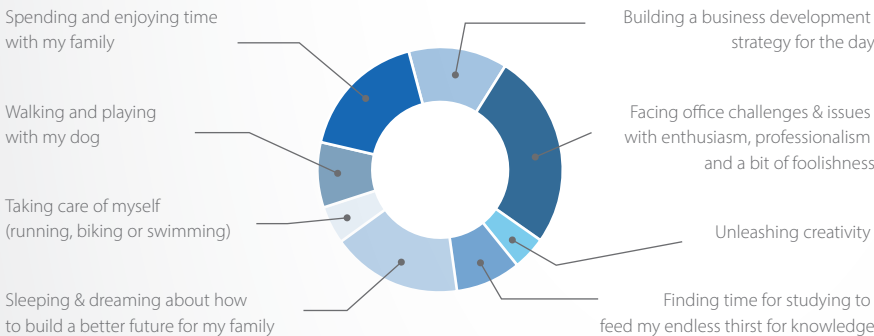
Journalist

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)

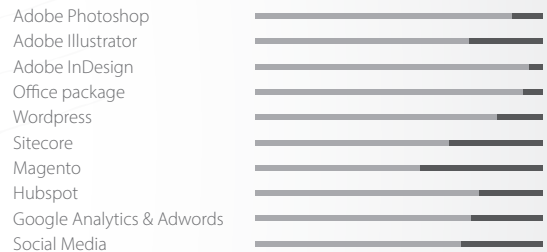
MOST PROUD OF

- 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

- Leadership
- Motivation
- Team Player
- Speed
- Hard-working
- Eye for Details
- Time Management
- Strategy
- Creativity
- Reliability
- Honesty

SKILLS



LANGUAGES



EDUCATION

Master in Digital Business Strategy
 MIT Sloan School of Management
 February 2019 - September 2019 | on-line (Cambridge) | mitsloan.mit.edu

Master of Business Administration (MBA)
 Roehampton University of London
 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