

**NAME**  
**RESIDENCE**  
**TELEPHONE**  
**E.MAIL**  
**WEBSITE**

**DATE OF BIRTH**

**WORKING EXPERIENCES**

**Matteo Chiarugi Bacci**  
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www.matteobacci.com



29th of January 1982

Journalist (n. 153859)

**July 2022 - Now**

**Sky Italia** - via Monte Penice, 7 - 20138 Milano (MI)  
Italy's leading pay TV platform and OTT service  
*Brand & Partnerships Communication Manager NOW*  
- Definition and implementation of brand strategy. Managing the production of commercials, assets and promotional events

**March 2018 - June 2022**

**BMW Italia** - via dell'Unione Europea, 1 - 20097 San Donato Milanese (MI)  
Italian branch of the German manufacturer of motor vehicles  
*Brand Communication MINI*  
- Events, special projects and partnerships management.

**April 2015 - March 2018**

**BMW Italia** - via dell'Unione Europea, 1 - 20097 San Donato Milanese (MI)  
Italian branch of the German manufacturer of motor vehicles  
*CRM & Digital Specialist MINI*  
- CRM Campaigns creation and management of CRM campaigns, development of the CRM & loyalty platform, MINI.it website and owned social media channels management.

**February 2014 - April 2015**

**Ambito5 | Saatchi&Saatchi Network** - corso Vercelli, 11 - 20144 Milano (MI)  
Social Media Agency  
*Content & Community Manager*  
- Editorial plan writing and publishing for various clients.

**March 2013 - January 2014**

**Dinamica Channel** - Terra Cielo Mare TV, Milano (MI)  
National TV Motors channel (can. 249 DTT)  
*Editor - Anchor man*  
- Conception and realisation of various motors' shows (Dinamica Rally, ecc.).  
- Editorial organization of the newsroom and studio presence

**October 2012 - November 2012**

**ANCMA/EICMA** - via A. da Reccanate, 1 - 20124 Milano  
Motorcycle National Association - International Motorcycle Exhibition Organisation  
*Press Office Collaborator*  
- Pre-event organisation, Press Office management during the event.

**February 2012 - February 2013**

**Parc Fermé** - Pandit Edizioni - via G. Leopardi, 15 - 20090 Cusago (MI)  
Video Production Agency  
*Copy Editor and News Analyst*  
- Editorial organization of the newsroom and studio presence for the show "Parc Fermé", that airs on National TV Networks.

**May 2010 - September 2014**

**Rally Emotion / Rallyemotion.it** - Fogliobianco Srl via S. Del Piombo, 11 - 20149 Milano  
Magazine and web site dedicated to rally motorsport  
*Co-founder, Journalist and Graphic Designer*  
- Writing of articles/columns; graphic setting.

**September 2008 - May 2009**

**SportAuto (SportAutoMoto) / SportRally** - E.Motion Srl loc. Smergoncino, 7 - Adria (RO)  
Magazine and Periodic dedicated to motors and rally motorsport  
*Copy Editor*

**March 2005 - August 2008**

**Nuvolari TV** - Sitcom Spa via Tiburtina, 924 - 00156 Roma  
Satellite Broadcasting Station and magazine dedicated to motors' world  
*Program-Maker*

## PERSONAL SKILLS

### MOTHER TONGUE

ITALIAN

### OTHER LANGUAGES

ENGLISH

Reading: **Proficient**

Writing: **Advanced**

Speaking: **Intermediate**

### EDUCATION

2014 - 2015

**IED Istituto Europeo di Design** - Milano

*Professional Course - Art Director*

2001-2004

**University of Siena** - Siena (SI)

*Attended courses of the Bachelor in Communications*

1996 - 2001

**Liceo Scientifico "G. Marconi"** - Piombino (LI)

*Scientific Diploma*

## SOFT SKILLS

Friendly personality, at ease when working in team where leading capabilities come up. Positive attitude in every situation. Good at building long lasting professional and personal relationships. Key role in the strategic development of the business, also thanks to the proactive approach. Good at managing stressful situations.

## HARD SKILLS

Proficient knowledge of MacOSX, Windows, Microsoft Office.  
Developed design skills and ability to use Adobe Photoshop and Adobe InDesign.  
Good knowledge of FinalCut, Avid Xpress, Adobe Illustrator.  
Basics of linear video editing systems.

**Others:** content production, articles editing and video realization. Capable of graphic projects such as magazine layouts, logo design and adv campaigns.

## ABOUT ME

Experienced with motorsport and passionate about the Italian Rally Championship.  
In love with design and interested in visual arts.  
Absolute fan of football.  
Movieholic.  
Music dependent.

## LICENSES

Driving License "B"