

# MATTEO SAPIENZA

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## WORK EXPERIENCE

*April 2018 - to date (1 y, 9 m)*

**Digital-Social Media Strategist & Content Manager - Conversion Agency, Milan**  
**B2B events** (fairs&temporary shops) creations and digital/social media support.  
Clients: **Eni Gas e Luce, Coca Cola**. Copywriting (Social, App, website, DEM),  
Digital/Social media strategy, Team coordination, Digital PR, Shooting coordination.  
Clients: **Pernod Ricard** (Ramazzotti, Absolut, Havana Club, Jameson, Chivas).

*April 2017 - April 2018 (1 y)*

**Marketing and Communication Specialist - Art Museum of Italian Switzerland (MASI) Lugano, Switzerland**

Sponsorships manager, Digital-Social Media strategy and planning, Events management support, Influencers projects, SEO Copywriting, Web-graphic agencies coordination, Performance reports, Website management, Team coordination.

*April 2014 - September 2016 (2 y, 5 m)*

**Digital-Social Media Strategist&Copywriter - Ambito5/Saatchi&Saatchi Italy, Milan**  
Communication campaigns, Social media training for Retail: **Welcome Travel, Bricocenter, Decathlon**.

Creation, strategy and management of digital-social media contents, Team coordination, Digital PR projects. Clients: Intesa SanPaolo, Toyota, **SanDisk**, Ferrarelle Group, Conad.

*April 2014 - September 2016 (2 y, 5 m)*

**Lecturer in History of German Contemporary Art - Polytechnic, Milan**

Creation and management of lectures circuit at Architecture Faculty.

*March - August 2013 (6 months)*

**Content Manager/Registrar - DNArt Foundation, Milan**

Content creation and organization office for art exhibitions (Palazzo Te, Mantua).

## EDUCATION

*January 2020 - June 2020*

**Integrated Communication&Marketing - UPA (Utenti Pubblicità Associati), Milan**

*September 2016 - April 2017*

**MA Cultural Management - Maastricht University, The Netherlands**

*November 2013 - May 2014*

**MA Digital and Social Media Communication - Sole24 Ore Business School, Milan**

*October 2009 - December 2012*

**Bachelor's Degree in History and Aesthetics - University of Milan.**

Thesis in aesthetics title: "Lights and Shadows in Berlin in the 1920s: Walter Benjamin and the Neue Sachlichkeit". Thesis grade: 110/110 cum Laude.

## OTHER ACTIVITIES

*January 2014 - December 2015 (2 y, 10 m)*

**Editor - Smartweek.it**. Editor in chief for Energy and Tech sections.

*18 - 22 November 2015 (Venice, Cini Foundation)*

Participation in conference "Hans-Joachim Staude and the art of Novecento".

## LANGUAGES

English C1 (Cambridge Advanced Exam), French B2 (fluent in spoken).

## IT SKILLS

Facebook Insights, Facebook Business Manager, G. Analytics, CMS management (Wordpress, Squarespace, Cornerstone, Drupal), Publishing & Analytics tools (Hootsuite, Percolate, Postcron, Falcon, Basecamp).

## INTERESTS

Advertising, Art Museums, Energy, Bikes, Jazz, NBA, football.