

NAME
RESIDENCE
TELEPHONE
E.MAIL
WEBSITE

DATE OF BIRTH

WORKING EXPERIENCES

Matteo Chiarugi Bacci
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29th of January 1982

Journalist (n. 153859)

March 2018 - Now

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 Recanate, 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
Nuvolari Magazine - Sitcom Editore 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"