

Matteo Chiarugi Bacci

COMMUNICATION CONSULTANT · AUTHOR · JOURNALIST

TELLING STORIES
CREATING CONTENT
MAKING IT CONNECT

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EDUCATION:
IED Milano · Art Direction · 2014-2015
University of Siena · Communication
Studies · 2001-2004

LANGUAGES:
Italian · Native
English · Advanced written and spoken

About

I've spent most of my professional life telling stories, just in very different ways.

I started in television and journalism, moved through digital content and editorial projects, and later brought that same approach to brand communication at BMW Group and Sky Italia.

Today I work independently, combining writing, storytelling and strategic thinking across editorial, branded and creative projects.

Experience

INDEPENDENT COMMUNICATION CONSULTANT / AUTHOR
Freelance · May 2026-Present

Communication strategy, storytelling and content development for brands, companies, publishers and creative projects. From positioning and concepts to writing, editorial and branded content, audiovisual formats, events and special projects.

SKY ITALIA - NOW
Brand Communication Manager · 2022-2026

Brand communication strategy and development of campaigns, commercials, content, promotional activations and special projects. Management of agencies, production partners and internal stakeholders.

BMW ITALIA - MINI
Brand Communication · 2018-2022 · CRM & Digital Specialist · 2015-2018

Seven years across brand, digital and customer communication: events, partnerships and special projects; CRM and loyalty programmes; digital platforms, website and owned social channels.

EARLIER CAREER - JOURNALISM, TV & CONTENT
2005-2015

Ambito5 / Saatchi & Saatchi Network · Dinamica Channel · Parc Fermé · Rally Emotion · SportAuto / SportRally · Nuvolari TV.
Roles across journalism, television, editorial content, social media, writing, presenting and independent publishing.

Selected Work

LANCIA. LA LEGGENDA DEL RALLY - SKY ORIGINAL
Three-part documentary series dedicated to Lancia's rally history, produced by TIWI for Sky.
Original concept · Author & Scientific Advisor

ICONE DEI RALLY - SPREA EDITORI
Two editorial specials dedicated to the Lancia Stratos and Lancia Delta.
Editorial development · Research · Content

SELECTED BRAND EXPERIENCES - NOW / MINI
#VogliadiNOW · MINI Big Love Days · The Electrifying Test Drive
Concept development · Brand communication · Partnerships & activations

