

Curriculum Vitae



Personal information

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In short Creative, forceful, ambitious professional who loves to do his part: a communicative team player, with 10 years of experience in small, big, and multinational companies. My background is in Marketing and Communication (degree in 2012), but my skills are very diverse, thanks to my curiosity, my attitude to learn from co-workers, and the international experiences in different industries. I want to put my energy, motivation, and experience at the service of companies willing to grow or needing a creative but data-driven help with their business.

Work experience

- August 2019 - Now **Marketing & Innovation Consultant** (Freelancer)
- October 2019 - Now **Content Specialist** at **ICUC Social** (Remote)
Responsibilities: Management of Social Media Channels, customer care, and reporting for international brands such as GoHealth, Message Envy, Smucker's, Discovery Channel, La Prairie, Visit California, Novartis, Subway.
- November 2017 - July 2019 **Marketing & Sales Manager (Consultant)** at **DomainsBot srl** (Rome, Italy)
Responsibilities: Management of Social Media Channels, Management of corporate websites, Content management, lead generation, SEO and SEM, Sales, Customer Success, Product Development.
Utilized software: Slack, Google Chrome, Safari, Google Drive, Camtasia, Adobe Photoshop, Zoho CRM, Asana, Hootsuite, DomainsBot Pandalytics, WordPress, Google Analytics, Hotjar, Albacross.
Goals: improvement of brand awareness, onboarding of important customers, successful development & launch of a new product.
- May 2016 - May 2017 **Content Manager Italy** at **rankingCoach GmbH** (Köln, Germany)
Responsibilities: Management of Contents and Translations on Company website and Social Media Profiles, management of Italian version of the tool, translation of keys and articles from English and German, Customer Support, SEO Consultancy, Managing Marketing Activities in Italy, Sales for the Italian market, Business Development and Partner Scouting for the Italian market.
Utilized software: Intercom, Slack, rankingCoach, Google Chrome, Safari, Google Drive, Camtasia, Smartsheet, Adobe Photoshop, Prosperworks CRM.
Goals: development Italian market, increment in Agency Version sales, improvement in Customer Satisfaction (Ekomi), launch tool in Slovenia, Singapore, and Malaysia.
- March 2015 – December 2015 **Web Marketing & Social Media Manager** at **TTM Rossi** (Como, Italy)
Responsibilities: Social Media Marketing, Content creation and management websites, Organization of exhibitions.

Utilized software: Google Chrome, MailChimp, Adobe Photoshop, Adobe Premiere, Adobe Acrobat, Microsoft Office.

Goals: +150% Facebook followers, 37'000 visitors on ArchiExpo digital Show Room, increment of brand awareness, acquisition of new prestigious clients.

- April 2013 – December 2014 **Marketing Manager Assistant** and afterward **Marketing Manager** at **Tonutti Wolagri S.p.a.** (Remanzacco, Italy)

Responsibilities: Market analysis, Copywriting and Content Management, Internet Marketing, Events organization, Co-ordinating marketing campaigns with sales activities, Planning and implementing promotional campaigns, Creating a wide range of different marketing materials.

Utilized software: Google Chrome, Internet Explorer, Adobe Acrobat, Adobe Photoshop, Adobe InDesign, Adobe Premiere, Microsoft Office, Practor.

Goals: improvement of brand knowledge, successfully managed the participation at sector's greatest Expos, improved and strengthened position in the French market, successful launch of new products.

- March 2012 - March 2013 **Project Manager** at **Nestlé Purina Petcare** (Udine, Italy)

Responsibilities: Gatekeeping, Timing scheduling, Supervising workflow, Problem-solving, Copywriting initially for all pet food brands in south-European countries (Portugal, Spain, Italy, Greece), afterward exclusively for Friskies in all European markets.

Utilized software: Microsoft Office, Snow, Nestlé ERP, Internet Explorer.

Goals: Successfully developed more than 50 projects, highest number of approved codes per month, Launch of new Nestlé Purina Europe Intranet.

- April 2009 - August 2011: **Junior Project Manager** at **Tonutti Wolagri S.p.a.** (Remanzacco, Italy)

Responsibilities: Copywriting, creation, and translation of Operative Manuals from/to DEU - FRA - SPA - ENG, video-editing, photo-editing, support on marketing activities.

Goals: Successful participation in the launch and promotion of different new products, professional management of all projects and due dates although the contemporary university studies.

Education and training

January - March 2006: **First Certificate of English** at British School FVG of Udine

June 2008: **Scientific High School Degree** at Liceo Scientifico Paolo Diacono in Cividale del Friuli

February 2012: Bachelor **Degree in Communication and Advertising** at Università di Trieste
(analytic thesis on *Digitalized Gambling*)

September - October 2013: **German Course** at Enaip FVG of Udine

April - June 2013: **German Course** at CIVIFORM of Cividale del Friuli

February - April 2014: **Russian Course** at ACLI of Udine

November 2014: **Google AdWords** Partner Certification

February 2016: **Google AdWords** Partner Certification

March 2016: **German Course** at GLS Language School fo Berlin

September - December 2016: **German Course** at Tandem Sprachschule Köln of Cologne

September 2017: **Google AdWords** Partner Certification, **Google Analytics** Certification

March - July 2019: **Founder Institute**

Language competences

Italian:	Native		
English:	C1	French:	A2
German:	B2	Russian:	A1
Spanish:	B1		

Social skills and competences

- **Positive, extrovert, and communicative** worker.
- **Cooperative and team player**.
- Able to **successfully relate** with people with different cultures thanks to international experiences.
- **Precision in communications both oral and written** with stakeholders even if far away, acquired being part of a team split in different European countries in Nestlé Purina and rankingCoach.
- Ability to **relate with the team and to keep the focus** on the goal, essential requirement for the Marketing Manager role in Tonutti Wolagri.

Organizational skills and competences

- Experience in **managing priorities and emergencies**, developed in the first years in Tonutti Wolagri.
- Experience in **elaborating strategies** to carry on different projects at the same time with great **attention to detail** and deadlines, thanks to rankingCoach.
- Ability to **organize exhibitions and events, manage visitors and exposition stand, to create a report** of the contacts acquired.
- **Reactive and problem solver**, skills acquired while coordinating agencies, co-packers, factories, and other stakeholders in Nestlé Purina.

Computer skills and competences

Some known Softwares: Microsoft Office, Adobe Acrobat, Adobe Premiere, Adobe Photoshop, Adobe InDesign, DWG Editor, EDrawings, Windows Movie Maker, Filezilla, Intercom, Slack, Camtasia, Prosperworks CRM, Social Sprout, most popular CMS, Hotjar.

Programming languages: HTML, CSS, and PHP.

Social Networks: Facebook, Twitter, LinkedIn, Pinterest, Instagram, Homify, VKontakte, Google+, Youtube, Archiproducts.

Social Network Advertising and SEM: Facebook Ads, Google Adwords (Certificated Google Partner in 2015, 2016, 2017), Google Analytics (Certified Google Partner in 2017).

Driving license Italian Driving license B – Car owner.

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