

Matteo Bianchi

Marketing strategist.

www.matteobianchi.net



Born in Italy, in 1975.

Living in Varese (Milan area - Italy).

Linkedin: <http://it.linkedin.com/in/matteobianchi>

Website: <https://www.matteobianchi.net>

20+ years of experience working with **leading advertising agencies, digital firms, and mid-sized companies.**

Bringing analytical thinking and creative ideas to build **effective brand strategies, cross-channel campaigns, and integrated communication systems** that genuinely make the brand stand out - beyond trends and fleeting fashions.

Experience across **luxury & fashion, automotive, travel, F&B, and technology.**

Comfortable managing teams, agencies, and budgets up to **€5M/year.**

Preference for long term collaborations, open to considering a permanent role.

----- core competences -----

- Strategic planning & insight analysis.
- Brand positioning & management.
- Integrated marketing & content strategy.
- Digital performance (SEO, SEM, UX, A/B testing)
- Copywriting (IT), transcreation (EN → IT)
- Cross-functional leadership & agency management.
- Budgeting & KPI-driven reporting.

----- selected results -----

- EOLO – Designed and led new brand strategy → +30% YoY revenue growth.
- Expedia Europe – Localization and cultural adaptation of TV/radio campaigns → Cannes Lions Creative Effectiveness Award.
- OVS, Stefanel, Marella, High Fashion – Won competitive pitches; developed full digital ecosystems (e-commerce, corporate, social).
- Boehringer Ingelheim / Buscofen – Creative strategy for Mestruoman, one of Italy's most cited pharma digital campaigns.
- FANDIS SpA – activated Aqus digital strategy; optimized brand consistency and UX; achieved top SEO ranking (aquus.it #1).

----- experience -----

● Independent Marketing Strategist, Copywriter.

For agencies, SMEs, and startups (2009-Present)

- Define and implement brand and communication strategies (B2B/B2C).
- Lead qualitative and quantitative market research.
- Manage multi-channel media planning.
- Develop content ecosystems: e-commerce, social, websites, CRM.
- Oversee agency networks, production partners, and internal teams.
- Cross-cultural planning and transcreation (EN to IT) (Ogilvy London, Rothco Dublin).

Clients: Ogilvy London, M&C Saatchi, Sky, Vodafone, Maserati, Eolo, Expedia, Max Mara Group, OVS, Boehringer Ingelheim, IKEA, YOOX, Nivea, Comune di Firenze, Wired, and others.

● Brand marketing manager at FANDIS SpA.

Mechanical/Engineering – BtoBtoC - (2007-2009)

- Partnered with top management to translate business goals into communication strategies.
- Directed Aqus brand positioning.
- Led training workshops for sales and service teams.

Key outcome: activated Aqus digital strategy; optimized brand consistency and UX; achieved top SEO ranking (aquas.it #1).

● Creative director at BSK.

Advertising agency (2004-2007)

- Led creative and communication projects (Digital, BTL, guerrilla).

Clients: Beck's, Tennent's, Stella Artois, Cobra Automotive Technologies.

● Copywriter for J. Walter Thompson / Bates / Conquest Materia.

3 big advertising agencies in Milan (1999-2004)

- Developed ATL/BTL campaigns for major Italian and international brands.

Clients: Seat Automobiles, Candy, Ballantine's, Continental, Coppa del Nonno, Ermenegildo Zegna, H3G, Il Giornale, Lloyd 1885, Loaker, Mr. Day, Manetti & Roberts, Maxibon, Panlat, Parmalat, Stantal Active Drink, Sinergy, Silicomp professional telephony, Subaru, SMA Supermercati, Vodafone.

----- CARE values -----

- **Creativity:** pursue effective ideas grounded in strategic thinking.
- **Awareness:** understand people, context, and dynamics to focus on what truly works beyond trends.
- **Responsibility:** ensure clarity, respect for the audience, and high-quality execution at every stage.
- **Equanimity:** maintain calm, impartial collaboration, free from politics and hidden agendas.

----- education and courses-----

- **Web Marketing** (2014).
- **Direct Marketing** (2009).
- **Screen writing** (2001).
- Associate college degree: **Electronics** (1997).

----- languages -----

- **Italian** (mother tongue).
- **English** (working proficiency).
- **Spanish** (intermediate).

----- hobbies -----

- **Paraglider** pilot since 2001.