



Europass Curriculum Vitae

Personal information

First name(s) / Surname(s) **Mattia Ferrari**
Address(es) 14, Via Risorgimento, 24020, Castione della Presolana (BG), Italy



E-mail / Web mail@mattiaferrari.net – www.mattiaferrari.net

Nationality EU (Italian)

Date of birth 20/12/1983

Gender male

Desired employment / Occupational field

I'm looking for a job concerning storytelling, internet communication strategies and marketing (SEM, SEO, etc.), social media marketing. My majors are in communication strategies and communication management, especially over Internet and new media.

Work experience

Dates 2005 – present

Lavoro o posizione ricoperti Web strategist
Principali attività e responsabilità Complete activities of *Web Architect / Webmaster / Web Marketing / Web Content* for

- *CentralHostelBG* : Webmaster / SEO (Analytics) / SEM (AdWords – ROI) / Social Media Marketing / Market Analyst / Booking SSL / Data Security
- *ViviPresolana* : Webmaster / Guerrilla Marketing / Digital Storytelling / Social Media Marketing
- *Italian Institute of Culture in Vilnius* : Social Media Marketing / Webmaster
- *mattiaferrari.net* : Blogging Wordpress / Rime creator ASP.NET / PDF search engine PHP - Json – YahooTubes / Social Media / Digital Storytelling
- *Mokasisrs*: AdWords & SEM consulting

Tipo di attività o settore Occasional work / Project work / Contract term work

Dates April 2011 - July 2011

Occupation or position held Internship
Main activities and responsibilities *Media specialist @ Information Society and Media Directorate-General*
Define and apply a communication strategy concerning goals and results of the “Factories of the Future and Intelligent Manufacturing Systems” project, especially for digital media

Name and address of employer EU Commission - Avenue de Beaulieu 31, B - 1160 Bruxelles, Belgium
Type of business or sector Integrated communication strategies

Dates June 2009 - October 2009

Occupation or position held Internship
Main activities and responsibilities *Storytelling, corporate narration, on-line and off-line digital communication. Desk and on field.*

Name and address of employer Galgano & Associati, 35 Fara str., 20124, Milano, Italia
Type of business or sector Consulting

Other experiences

News reporter at “Giornale di Bergamo” (Bergamo, Italy, 2005-2009)
High school teacher in informatics, ITI Marconi & ITI Paleocapa (Bergamo, Italy, 2004)
PC tech assistance, Network/Captive portal SOHO design&creation, ICT consultancy (2000-2010)

Education and training

Dates	2007 - 2009
Title of qualification awarded	Graduate specialist in Communication and Multimedia Publishing
Principal subjects/occupational skills covered	Interfaculty of Communication science, Law, Economy, Arts, Political Science Dissertation titled: Internet, Storytelling and Politics - The power of narration meets Web 2.0
Name and type of organisation providing education and training	Università degli studi di Pavia, 65, Corso Strada Nuova, 27100, Pavia, Italy Erasmus at Vilnius Universitates (Vilnius, Lithuania), Institute of International Relations and Political Sciences
Level in national or international classification	ISCED 5B first level degree, UK Level 7 diploma, final score: 110/110 cum laude (A with Honors)
Dates	2002 - 2007
Title of qualification awarded	Bachelor of Arts, faculty of Human Sciences
Principal subjects/occupational skills covered	Curriculum in Multimedia publishing sciences Dissertation titled: Multimedia ontology and podcasting
Name and type of organisation providing education and training	Università degli studi di Bergamo. Address: 19, via Salvecchio, 24129, Bergamo, Italy
Level in national or international classification	ISCED 5A first level degree, UK Level 6 diploma, final score: 110/110 cum laude (A with Honors)

Personal skills and competences

Mother tongue(s); Other Languages

Italian ; English, French

Self-assessment
European level ()*

English

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient User	C2	Proficient User	C1	Proficient User	C1	Proficient User	C1	Proficient User
A1	Basic User	B1	Independent User	A1	Basic User	A1	Basic User	A1	Basic User

(*) *Common European Framework of Reference for Languages*

Computer skills and competences

OS : Windows (very good), Linux & MacOSX (basis). OFFICE: 2007 (including Access) , Open Office.
INTERNET : Dreamweaver, Wordpress, Hosting management, simple VOIP solutions, Networks
DOC: (X)HTML and basis of XML, RSS (Yahoo Pipes too), RDF, web ontology OWL
Promotion: SEO (Gogole Analytics, Yahoo), SEM (AdWords), Internet Storytelling, Social Networking & Social Media Marketing. Adv: AdSense, Criteo, Tradedoubler...
LANGUAGES: foundations of: C++, C++ Builder, Visual Basic, PHP, MySQL, ASP.NET.
GRAPHIC: Video Editing (Premiere Elements), Photoshop (Basics), Flash (Basics).
HIGHT SCHOOL DIPLOMA IN ICT (2002). ECDL CERTIFICATION (obtained in 2003).

Social skills and competences

Good teamwork disposition acquired due to work and educational experiences. Inclination to travel and to know people all over the world, and to create and keep these contacts with computer based communication, thanks to Erasmus study period and to several educational trips across Europe.

Organisational skills and competences

Experiences matured as head-boy in 1997 and 2001. Vice-president of students' committee in 2001. Organization and leadership of the local political party ViviPresolana

Artistic skills and competences

On-line publication of my poetries, photos, satires, presentations, videos, articles (under construction)

Driving licence

Car driving license (E.U. type B)

Additional information

Personal Interests : Media & new media. Reading & writing about everything. Policies & economy, with particular attention to European Union integration and environment. Policies highlighted on a storytelling and comparative historical view. Sports: soccer, baseball, tennis...

Available to settle down and to business travel all over the world.