

Hi! Nice to meet you, I'm **MARCO MINICUCCI**

I'm a marketing and public policies professional with an experiential background in various cultural sectors, as well as in place branding practices and events organization.

CURRENT ROLE

Feb 2020 - Dec 2021

PARCAM - GI GROUP

Strategy & Marketing for YesMilano

- City Marketing & Place Branding
- Creation of the organization's Strategy and Marketing department
- Management of crossfunctional teams
- Design and implementation of local and international marketing multichannel campaigns
- Strategic documents and corporate content
- Brand Identity and Creative Direction
- Research & Development
- Website & digital tools development
- "Neighborhood by neighborhood" campaign
- Public private partnerships and sponsors management

PREVIOUS WORKING EXPERIENCE

Jan 2019 - Jan 2020

BLOOMBERG ASSOCIATES

Project Manager & City Marketing Consultant

- Worked for the american pro-bono consultancy company for mayors and cities globally
- Strategic consultant on Marketing, Economic Development, Communications policies and Media and Digital Strategies for the promotion of the brand YesMilano abroad.
- Contributed to the creation of Milano & Partners, the City's first Destination Management Organization for Tourism, Human Capital and Foreign Direct Investments attraction

Feb 2018 - Jan 2019

BLOOMBERG ASSOCIATES

Project Manager - Milan's Municipality

- Oversight of 40+ projects in collaboration with 20+ departments of the Municipality of Milan
- Project management and city's focal point for Bloomberg Associates in Milan

Nov 2017 - Mar 2018

MILAN'S MUNICIPALITY

Marketing Direction Intern

Oct 2017 - Feb 2018

STEFANO BOERI ARCHITETTI

Project Officer Milano Arch Week

Jun 2016 - Jan 2017

THECLASSROOM.IT Curated by Paola Nicolini

Research & Production Intern

2010 - 2014

MUSIC VENUES

Concerts & events' organization

Various music venues in Milan, including:

- Rocket Milano
- Circolo Arci Magnolia
- Plastic

Feb 2015 - May 2016

THE TOMORROW

Project manager's assistant

EDUCATION

Sep 2015 - Mar 2018

ECONOMICS AND MANAGEMENT FOR ARTS, CULTURE, MEDIA AND ENTERTAINMENT

MSc, Bocconi University

Grade: **110/110 cum laude**. International course, taught in English.

Thesis: *Impact & transformation of the Italian Capital of Culture: the case of Mantova 2016*

Feb 2017 - Jun 2017

UNIVERSITY OF AMSTERDAM - UVA

Graduate exchange programme

Sep 2012 - Sep 2015

ECONOMICS AND MANAGEMENT FOR ARTS, CULTURE AND COMMUNICATION

Bachelor, Bocconi University

Interdisciplinary undergrad. program [Italian]

Sep 2007 - Jul 2012

HIGH-SCHOOL DIPLOMA IN CLASSICAL STUDIES

Liceo Classico "Giovanni Berchet", Milan

Student representative of the School Council (2011)

Nov 2013 - Apr 2014

MANAGEMENT AND MARKETING OF MUSIC INDUSTRY AND CONCERT ORGANIZATION

GodzillaMarket Label - Santeria SPA

OTHER EXPERIENCES

2020-2021 **Urban Center - Triennale Milano**
Curatorial Group - Milano ScarCity

2017 **BIO25, Biennial of Design - Ljubljana**
Chapter Participant with Studio Folder

2017 **New Cultural Institutions - PoliMi**
Course Coordinator

2016 **The Gift, Alfredo Jaar - Art Basel**
Volunteer

2014 **Swiss Pavilion - Venice Arch. Biennial**
Production Assistant

LANGUAGE SKILLS

ITALIAN

mother
tongue

ENGLISH

fluent
C2

**MODERN
GREEK**

B1

FRENCH

basic
B1

PERSONAL INTERESTS

- Contemporary Culture
- Urban Sub-Cultures
- Music & Podcast Production
- Local and international politics
- Sustainable Development
- New media & technologies
- Cycling

IT SKILLS

- **Microsoft Office** Professional use
- **Adobe CC** (Illustrator, Photoshop, InDesign, Acrobat)
- **SPSS** Academic Knowledge
- **Adobe Analytics**

Thanks for taking the time to read this!

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MARCO MINIUCCCI
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