

MATILDE TRUCCO



LINGUISTIC SKILLS

- **Italian** (Native speaker)
- **English** (Fluent)
- **French** (Intermediate)

COMPUTER SKILLS

- Excellent knowledge of **MS Office**
- Excellent knowledge of **social media**
- Good knowledge of management software: **SAP** and **SNAP**
- Good knowledge of graphic software: **Canva** and **Adobe Premiere**
- Good knowledge of **SPSS**

INTERESTS AND OTHER ACTIVITIES

- Passionate about cinema
- Dancer at the "Scuola di Ballo e Danza Sampaoli" in Turin from 2008 to 2017 and at "Studio Gem" in Milan since 2023

PROFESSIONAL EXPERIENCE

Milano & Partners

June 2023 / today - Strategy and Marketing assistant

Research, branding and media planning

Research and analysis of global benchmarks. Data analysis. Development of the brand identity of the city of Milano. Definition and implementation of multi-channels campaigns. Digital storytelling. Design of creative materials. Reporting. Management of relations with private and public stakeholders.

Universal Pictures Italy

June 2022 / May 2023 - Marketing intern

Product marketing, media planning, event planning

Market research and analysis. Definition and implementation of strategies for product promotion. Drafting and controlling the budget. Media planning. Management of communication channels. Handling relations with agencies, media, and other brands. Organization of events. Handling influencers and journalists.

Santarcangelo dei Teatri

June 2021 / Aug 2021 - Communication and PR

PR and event planning

Organization and management of the hospitality programme for Italian and international professionals attending the Festival, in close contact with the artistic direction and the logistics department.

Centro conservazione e restauro "La Venaria Reale"

May 2019 / July 2019 - Project Management Intern

Cultural planning and budgeting

EDUCATION

Bocconi University

Sept 2020 / Dec 2022 - Master degree in Economics and Management in Arts, Culture, Media & Entertainment, Milan, IT

- 108/110
- Course held in English

University of Amsterdam

Jan 2022 / May 2022 - Exchange program in Business and Economics, Amsterdam, NL

- Focus on creativity management and branding

Bocconi University

Sept 2017 / Oct 2020 - Bachelor degree in Economics and Management for Arts, Culture and Communication, Milan, IT

- 110 / 110
- course held in Italian

Liceo Classico Massimo D'Azeglio

Sept 2012 / Jul 2017 - Classical studies High School Diploma, Turin, IT