

# MATTEO PASCOLETTI

WEB CONTENT SPECIALIST, COMMUNITY  
MANAGER, FREELANCE JOURNALIST

## SUMMARY

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Over the years I've combined my education in Humanities with my passion for the web, which I made my professional field by working in web editing, social media, creative writing, copywriting, content creation and its review.

As a journalist, I've written about Italian and foreign political and cultural issues.

## CONTACTS

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 Glasgow, UK

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 [Facebook profile](#)

 [Twitter profile](#)

 [Instagram profile](#)

 [Linkedin profile](#)

 07308090059

## WORK EXPERIENCE

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### **Pole To Win, Italian QA Language Tester & Translator**

JULY 2020 - PRESENT (GLASGOW)

- Performing Italian language checks on a range of yet-to-be-released games for multiple platforms;
- Ensuring accuracy of translation within context, consistency of terminology and imagery;
- Writing reports on errors/bugs found.

### **International Journalism Festival, Web Content Specialist and Translator**

JAN 2012 - PRESENT

- Content creation, review and translation for the event's website (English to Italian): <https://www.festivaldelgiornalismo.com/>;
- Part of the social media team;
- Web magazine (2013 - present) content supervisor;
- Volunteer coordinator (web magazine volunteers).

### **VICE Italy, Valigia Blu etc, Freelance Journalist**

JAN 2012 - PRESENT

As a freelance journalist, I have produced features, comment, analysis and reporting on multiple topics, from social issues to politics. You can find my work in VICE Italy, Valigia Blu, and Il Tascabile - among others..

### **Editori Laterza, Social Media Strategist**

JAN 2019 - MAR 2019

Work as consultant for social media strategy to promote "Il libro nero della Lega" ([The Black Book of the League Party](#)). The book - written by journalists Giovanni Tizian and Stefano Vergine and published by Editori Laterza - is the investigation that first revealed the financial and political plots of Matteo Salvini's party.

## SKILLS

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Copywriting & SEO writing, feature writing, SEO, editing social networking, community building, web analytics, newslettering, web marketing, CMS, advertising, social media marketing, public relations, team building, teaching, problem solving, translation, photo-editing, Windows e Mac Os.

## LANGUAGES

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- Italian (native)
- English (Fluent)

My job included:

- analysing the possible impact of the book;
- developing PR strategies;
- monitoring online conversations about the book;
- moderating comments on social media;
- social media consultancy for the publisher and authors;
- social media consultancy for Facebook and Instagram advertising campaigns.

### **Settepiani Studio Editoriale, Creative Writing Teacher**

OCT 2017 - DEC 2019

- Prepared course content and materials such as homework assignments and handouts;
- Performed reviews of students on regular basis involving assignments;
- Planned lessons in accordance to the needs and requirements of the diversified classroom structure.

### **Ultima Pagina, Head of Content and Community Manager**

FEB 2016 - MAY 2017

- Content supervisor for the website;
- Management of Twitter and Facebook profiles;
- Forum moderator.

### **Agenda digitale dell'Umbria, Web Content Specialist and Community Manager**

JULY 2014 - JUN 2015

- Coordination and planning of digital communication strategies for the Agenda Digitale dell'Umbria (Umbria Region);
- Social media (Twitter and Facebook) management and advertising;
- Newsletter management.

### **Gruppo Editoriale L'Espresso, Community Manager**

MAY 2011 - JUN 2012

Community manager for the event "Repubblica delle Idee" (Bologna, 14-17 June 2012):

- Built a digital community around the event;
- Social media management (Facebook, Twitter, Google +).

## REFERENCES

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### **Chris Potter**

Co-founder of the International  
Journalism  
Festivalchris@journalismfestival.com

### **Leonardo Bianchi**

News Editor VICE Italia  
leonardo.bianchi@vice.com

### **Elena Zuccaccia**

Co-founder Settepiani Studio  
Editorialeinfo@settepiani.com

### **Oilproject, Online Tutor**

NOV 2011 - JUN 2012

Online tutoring - Conception and realisation of video content (Italian literature).

### **University of Perugia - Researcher**

APR 2011 - AUG 2011

Researcher - PRIN (Progetto di Ricerca di Interesse Nazionale, translation: Research Project of National Interest), 2008. The project was on the modernness of Pascoli's poetry.

### **University of Perugia - Tutor**

DEC 2009 - APR 2010

University tutor in Contemporary Italian Literature: Preparation and delivery of taught classes on "Giovanni Pascoli: the Return to San Mauro".

## EDUCATION

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### **University of Perugia - PhD in Italian Studies**

2011

Research project focused on the relationship among sensations, imagination and writing in the work of Alfieri, Foscolo and Leopardi. Dissertation title: "Feeling, portraying and writing in Alfieri, Foscolo and Leopardi". Grade: Excellent

### **University of Perugia - Master's Degree in Italian Literature, Literary Criticism, Philology, and History**

2006

- 110 magna cum laude - Dissertation on "Pascoli's nest as a biographic and poetic metaphor"