

PERSONAL INFORMATION

Mattia Boscaino

📍 via Mario Rotili, 82100 Benevento (Italia)
☎ +39 3282110727 📠 +44 7985449251
✉ mattia.elliott@gmail.com
🌐 sicilylife.co.uk
💬 Skype mattia.elliott

WORK EXPERIENCE

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- 13/07/2015–Present **Crowdsourcing & Campaign Manager**
Userfarm London, London (United Kingdom)
Online Community Management, translations, content creation, NL management, community engagement, campaign planning - implementation - execution & evaluation. Newtork management and partnership planning & execution. Digital marketing strategy, legal & contracts support
- 15/06/2015–Present **Translator & Copywriter**
1000HEADS, London (United Kingdom)
Online content management and translations ENG-ITA for digital projects, Legal & contracts support, social media comms
- 05/03/2015–Present **Founder & CEO**
Sicily Holiday Ltd., Birmingham (United Kingdom)
Development of a travel blog with the aim of starting an outbound travel company
- 31/10/2014–15/06/2015 **Bartender & Maitre'D**
The CLumsy Swan, Birmingham (United Kingdom)
Staff training and coordination, customer service, bookings management, analytical accounting.
Results: increase of bookings and positive reviews on TripAdvisor.
- 27/01/2014–31/07/2014 **Campaign & Community Manager**
Buzzoole, Napoli (Italy)
Word-of-Mouth campaign planning, implementation and evaluation for international companies, community and customer support, international user scouting and engagement into word-of-mouth campaigns. Business development for new services and sales. Direct Email Marketing, copywriting and article writing for the corporate blog.
Results: increase of the business volume both in terms of community size (from 2000 to 8000 circa) and of business partners (from 0 to 6 new campaigns per month), increase of social media participation with the Facebook page passing the 3k likes in July 2014 and circa 600 followers on Twitter.
- 02/01/2013–15/07/2014 **General manager in communications**
Future Energy Srl, Agrate Brianza (Italy)
Social Media Management, Copywriting and Content Management for the company website and newsletters. Digital Market Research, internal and digital communication strategy.
Results: increase of leads and media coverage of the company thanks to the activity on social media channels and to the editorial activity on the corporate blog.

- 20/04/2013–15/06/2015 **Editor**
STREAM! Magazine, Internet based
Article writing, topic development and research and events participation.
Results: my articles have been the most appreciated of the entire webzine and have been mentioned in the CheFuturo! 2014 event,
- 10/10/2012–20/11/2012 **Community & Content Manager**
Userfarm Spain, Madrid (Spagna)
Digital video campaign planning, implementation and evaluation for international companies, Social Media Management and user engagement for the participation to video-crowdsourcing campaigns. Account management and communication, newsletter management, copywriting and CMS operations.
- 09/2012 **Consultant**
Jenuino, Internet based
External consultancy: digital communications, digital PR, newsletter writing and strategic communications.
- 15/06/2012–30/09/2012 **Intern - Community & Campaign Manager**
TheBlogTC, Roma (Italy)
Multiple projects Follow-up, Campaign & Community Management for FAO-UN project "30 Seconds to End Hunger", benchmarking research and operations.
Results: I showed mastery and professional attitude towards important international projects and the company employed me in their Spanish branch (Userfarm).
- 03/2012 **Organisation and operations volunteer**
Meeting - Governance del patrimonio culturale, Benevento (Italy)
Operations support, organization, logistics, press release, welcoming customers and administration support.
- 10/2008–11/2009 **Intern and volunteer**
Festival internazionale di teatro universitario "Universo Teatro", Benevento (Italia)
Translation, logistics, institutional communication, production management, technical assistance, artists administrative support and front of the house activities.

EDUCATION AND TRAINING

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- 09/1999–07/2005 **Diploma di maturità scientifico-tecnologica** EQF level 4
Istituto Magistrale-statale G. Guacci, Benevento (Italia)
- 09/2005–05/2010 **Laurea in Economia e Gestione dei Servizi Turistici** EQF level 6
Università degli Studi del Sannio, Benevento (Italia)
- 09/2010–12/2012 **Laurea Magistrale in Innovation and Organization of Culture and the Arts** EQF level 7

Università di Bologna, Bologna (Italia)

10/2015–Present **PhD in Management** EQF level 8
 University of Birmingham, Birmingham (Regno Unito)

01/2007–07/2007 **Erasmus Studentship** European Studentship
 Universidad de Almeria, Almeria (Spagna)

PERSONAL SKILLS

Mother tongue(s) Italian

| Other language(s) | UNDERSTANDING | | SPEAKING | | WRITING |
|-------------------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| Spanish | C2 | C2 | C2 | C2 | C2 |
| English | C1 | C2 | C2 | C2 | C2 |
| TOEFL - GRE | | | | | |
| Portuguese | B1 | B1 | B1 | B1 | B1 |

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Communication skills Competenze di comunicazione digitale ed integrata acquisite durante gli anni di esperienza nel settore del marketing digitale

Organisational / managerial skills

- Ottima gestione e sviluppo business
- competenze nella delega di mansioni e nella gestione delle risorse umane

Digital competence

| SELF-ASSESSMENT | | | | |
|------------------------|-----------------|------------------|-----------------|-----------------|
| Information processing | Communication | Content creation | Safety | Problem solving |
| Proficient user | Proficient user | Proficient user | Proficient user | Proficient user |

Digital competences - Self-assessment grid