

MATTEO GIANNINA

1992
PADUA (ITA)



Contacts

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matteogiannina

Work

FREELANCE CREATIVE & BRAND STRATEGIST

From global brands to SMEs, developing strategic solutions at leading agencies and as independent consultant.

NOV 2019 - CURRENT



CO-FOUNDER & CREATIVE STRATEGIST

I co-founded Odd Socks Studio, a collaborative independent communication studio.

I handled business management and growth, as well as the strategic direction of projects.

CLIENTS: WWF Italia, Altroconsumo, Dippiù

APR 2020 - JUL 2022



SENIOR ACCOUNT EXECUTIVE

At WAS, the account role has broad boundaries. Therefore, I actively co-created campaign concepts, independently managed work teams, and constantly supervised the strategic consistency of brands.

CLIENTS: Juventus, MGM's, Sky, adidas

NOV 2015 - NOV 2019



JUNIOR CONTENT STRATEGIST

At Ogilvy, I supported Strategists in day-to-day strategic planning and various New Business initiatives.

CLIENTS: BPER, Ducati, Ferrero, Intesa San Paolo, Marionnaud, San Pellegrino, Skoda

APR 2015 - OCT 2015



Education



MASTERLAB IN DIGITAL ECONOMICS
& ENTREPRENEURSHIP

BA IN
COMMUNICATION



Me

During my school days, I loved mathematics and Italian. And to be honest, I also enjoyed economics, art, and political science. Now I juggle words and numbers every day, with a cocktail of strategic and creative skills and 8+ years of experience.

I'm a cool nerd and a hungry brain, who in his spare time is writing his third novel.

Hoping to finish at least this one.

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