



Ciao! I'm Pietro

A friendly copywriter with a passion for good design.

Education

Master in Creative Direction - Oct 2021 - IED Milano
Grade: 110/110

Communication Design - July 2020 - Politecnico di Milano
Thesis: Commonplaces - a system of artifacts to overcome stereotypes
Relator: prof. Valeria Bucchetti, PhD
Grade: 110/110 Cum Laude

Languages

Italian: Native speaker

English: Written: excellent - Spoken: excellent
FCE - A (European C1)

Spanish: Comprehension: good - Spoken: basic - Written: basic

Computer skills

Operative Systems - Windows, iOS

Text Editors - Microsoft Office Word, Pages

Graphic Design - Adobe Suite (*Photoshop, Illustrator, Indesign, Lightroom, Premiere Pro, ...*)

Experiences and cute stuff

current

04.22

Miyagi / Media.Monks - Junior Copywriter

I worked on the social media strategy and the creation of content for Aperol (Campari Group) and Skipper (Zuegg), and the creation of contents for Braulio, O'ndina Gin and Atlantia. I worked on the design of creative concepts and execution of many calls for tenders.

04.22

12.21

Quiqueg Agenzia - Copywriter Internship

I wrote for Lamborghini, Heineken and Gruppo Orsero (digital, B2B, OOH) under the creative direction of Massimo Verrone

11.21

ADCI Awards - Silver

DIESEL ReGift
Q.1.2 EXPERIENCE (Brand Activation)

07.21

Spot School Awards 2021 - Silver TV Award

Film "Unchange my World", Centri Clinici NeMO

01.20

11.19

Services Map of Municipio 8 for the City of Milan

Copywriting, content redaction
Municipio 8 - City of Milan - Nov 2019 / Gen 2020

10.19

04.19

Designer and Copywriter for the internal communication of the Mechanical Technology department.

Politecnico di Milano - May 2019 / Oct 2019

04.19

04.18

E-reporter for Fuorisalone.it

Published on Dezeen, Corriere Living e Architettura i Biznes (PL) Studiolo S.r.l., Milano - April 2018 and April 2019

03.19

Communication responsible for *Il diavolo sulle colline*

Cycling competition / food and wine event
Agliano Terme (AT) - March 2019

Who am I?

My name is Pietro, I'm 26, and I've done a few things in my life.

I know, it's a somewhat grim presentation of my copy skills, but it efficiently sums up my path.

In the last few years I've worked as a photographer, a videomaker, a graphic designer, a SMM and in the meantime I graduated in visual communication design: I was good, but what I really love to do is finding crazy ideas and expressing them very well. Which is the reason why I decided to get into the world of advertising.

I work hard, I write with passion, I think strategically, and I know how to interface with Art, production, and grumpy colleagues who work in IT.

I love to write ironic, humorous, and delusional contents, sometimes a little tending towards shitposting, yet I won my first prize with the script and voiceover of an emotional / dramatic video.

Last but not least: I'm a keen connoisseur of memes and internet subcultures, and a bottomless pit of fun facts: maybe it's not a necessary skill, but at least I'm not boring to be around.

A serious note? I have a strong leadership attitude and I love helping others - either with emotional or practical support - I'm super good at conflict management and I am very empathetic.

I manage to be kind with others and to keep everything under control even in stressful situations.

Let's talk!

+ 39 3345608560

cattaneopietro44@gmail.com

@pietro_catta

pietrocattaneo.com
(International)

behance.net/pietro_cattaneo
(Italian)

Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base all'art. 13 del D. Lgs. 196/2003 e all'art. 13 GDPR 679/16