

Antonio Polato

SUMMARY

Content Manager with experience in creating innovative contents suitable for streaming platforms, corporate websites, and social media. I consistently explore new opportunities and monitor market developments with curiosity and initiative, implementing new solutions that enhance team performance, including through the integration of AI.

EXPERIENCE

Web content manager for Mediaset Infinity

R.T.I. Mediaset - Milano, Italy March 2019 - Present

- SEO-optimized copywriting and the creation of multi-branded videos related to Mediaset TV programs, based on real-time trends.
- Managing the “Mediaset Play Cult” brand contents and planning the related social media activity after analyzing the latest social media trends.

I have introduced improvements in teamwork, making it faster and more efficient. Additionally, I have made changes to the production plan that have enhanced its performance. For example, I automated the consultation of Excel files through AI-generated formulas, improved the timing of content publication, and created new content as a result of SEO trend analysis.

Webmaster, video editor, graphic designer

Bapu Srls - Bergamo, Italy January 2017 - Present

- Management of corporate websites.
- Creation of an ecommerce prototype for the sale of 3D animations, collaborating with software developers.
- Real-time slides creation for an intercontinental events tour in Mexico City, London, and Frankfurt.

At Bapu, there is always a need to test and innovate. In addition to routine website management activities, I developed an ecommerce MVP without using code, which is already operational without any promotion. While traveling abroad, I successfully handled very stressful situations and met tight deadlines.

Content strategist and graphic designer

Meg.studio - Padova, Italy September 2020 - January 2022

- Website restyling and implementation of SEO-optimized content that quintupled total website traffic in 2021 compared to 2020.
- Implementation of collaborative platforms to enhance the efficiency of management and communication among teammates, especially in remote working scenarios.
- Development of communication projects related to construction sites, achieving the highest score in technical bidding.

EDUCATION

Degree in Web Marketing & Digital Communication

IUSVE - Verona, Italia | 110/110 e lode 2017 - 2020

Web marketing, social media marketing, and unconventional marketing, in collaboration with Arrital Cucine, Ferrari Trento, and Vodafone.

Degree in Communication Sciences

IUSVE - Verona, Italia | 110/110 e lode 2014 - 2017

Graphic and multimedia communication, typography, UX design, as well as studies in photography and video.

SITO WEB

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KEYWORDS

Content development
Team work
SEO copywriting
Graphic/Videography
Live events

SOFT SKILLS

Drive



Common sense



A hands-on attitude



Ambition



Curiosity and initiative



Pragmatism



Passion



Collaboration



Communication



Artificial Intelligence



LANGUAGES

Italiano



Inglese



Spagnolo

