



# Antonio Polato

content specialist

[www.antoniopolato.com](http://www.antoniopolato.com)

*personal portfolio*



# HI, I'M ANTONIO!

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*Curious, ambitious and reliable.*

*I create **web contents** to increase engagement and traffic on corporate platforms.*

*I like **to test myself**:  
I see stimuli, not difficulties.*





# MEDIASET INFINITY

2019 - today

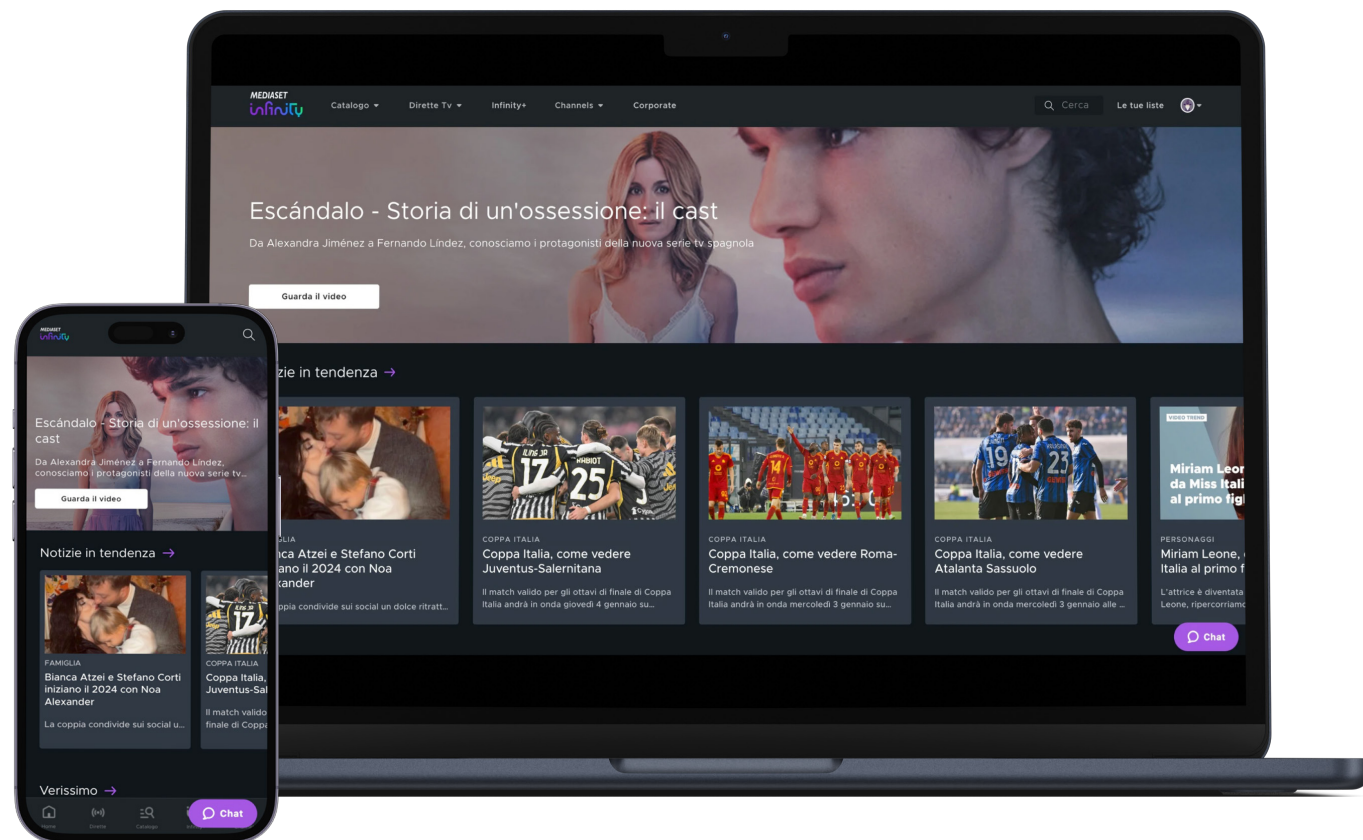
5 people team



Mediaset Infinity is the streaming platform of Mediaset. Within it, there is a magazine where the main news related to Mediaset programs and the personalities associated with the Verissimo television program are reported daily.

As a content specialist, I do:

- **Copywriting** for the Mediaset Infinity Magazine and Verissimo's website (italian talk show);
- **Production of videos** related to Mediaset Italia's tv shows for the Mediaset Infinity platform;
- Elaboration of the **editorial calendar** for Mediaset Infinity Magazine, TgCom, Verissimo and Play Cult.



**4000+**

ARTICLES PER YEAR

**1000+**

VIDEOS PER YEAR

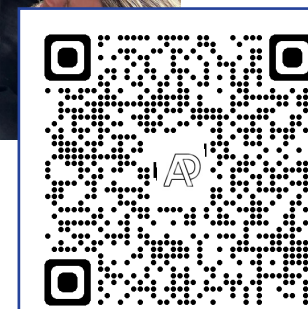
**+20%**

ORGANIC TRAFFIC

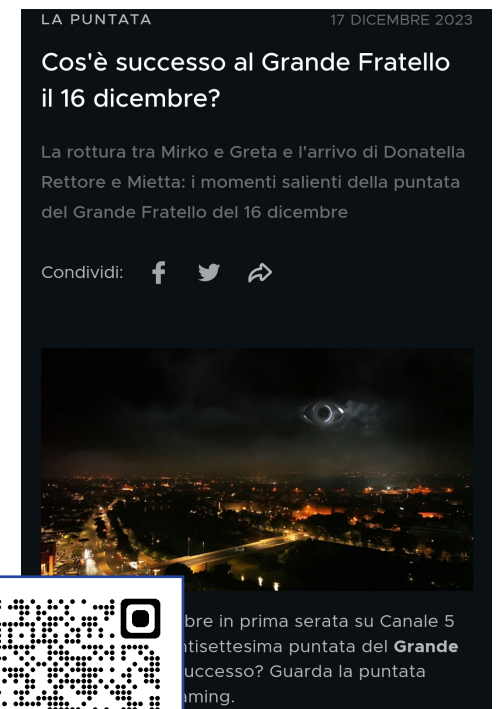
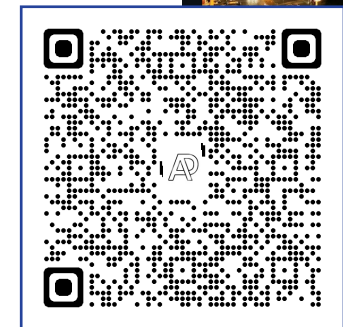
**MEDIASET**  
**infinity**



Watch an example of a recent video for Verissimo produced by me: [antoniopolato.it/mediasetA](https://antoniopolato.it/mediasetA)



Read a recent example article for Mediaset Infinity written by me: [antoniopolato.it/mediasetB](https://antoniopolato.it/mediasetB)



# MEDIASET PLAY CULT

2019 - today

2 people team



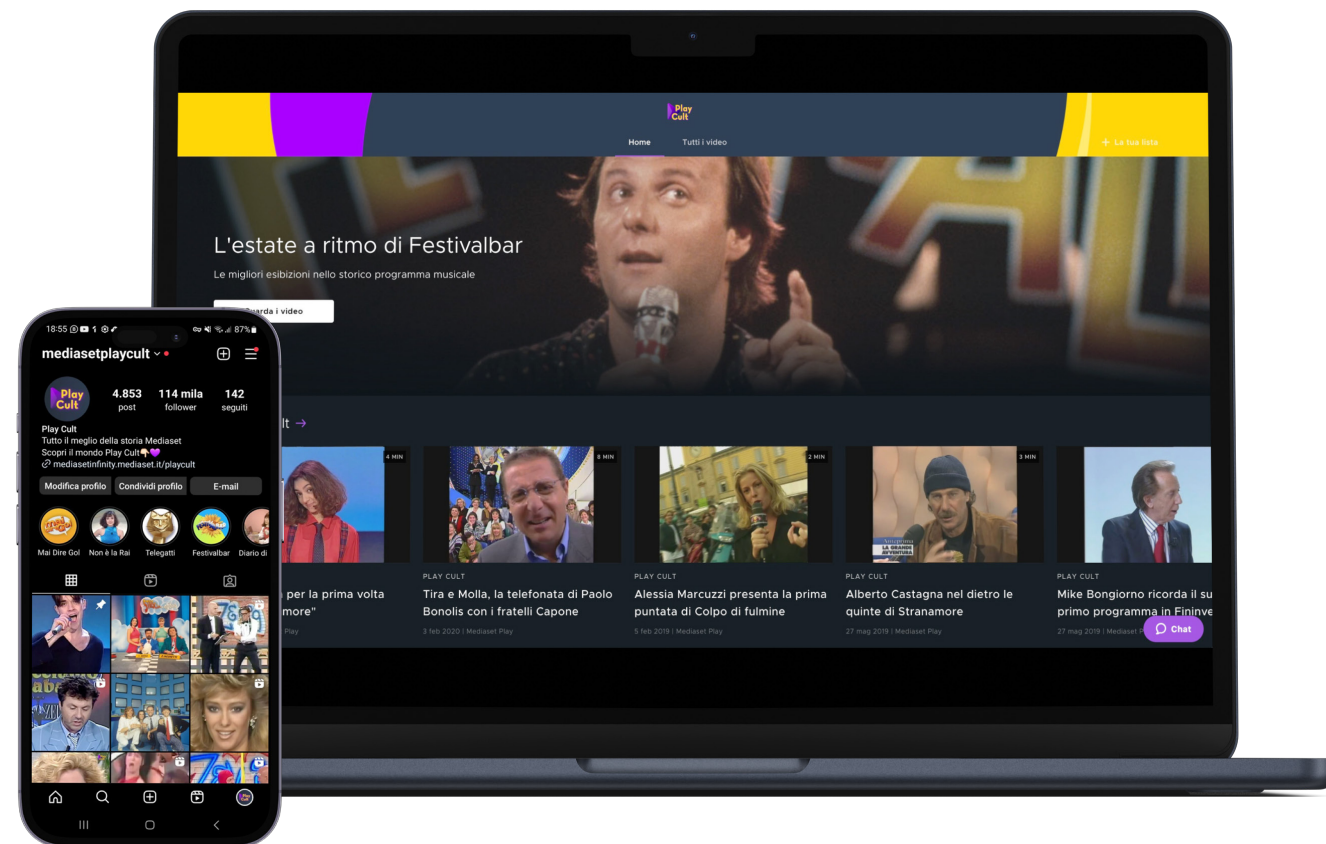
Play Cult, a project initiated in 2018, celebrates the cultural heritage of Mediaset from the '80s and '90s, bringing historical television broadcasts such as Festivalbar and Mai Dire Gol back online.

**Objective:** Raise awareness about Mediaset's cultural heritage.

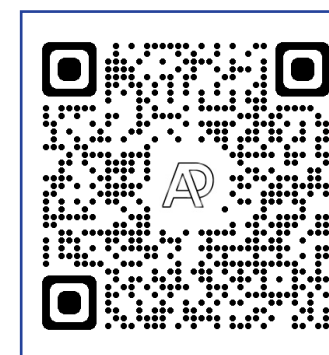
**Results:** The steady growth of followers reached 100k in September 2024, with an organic increase of +4k per month and a rising engagement.

As a content specialist and a social media manager, I do:

- Research and selection of **new video content** from historical Mediaset programs;
- Elaboration of the **editorial plan** for the social channels Facebook and Instagram;
- Post-production and uploading of **historic episodes of Zelig** (including Zelig Circus, Zelig Off, and Zelig 1) on Mediaset Infinity.



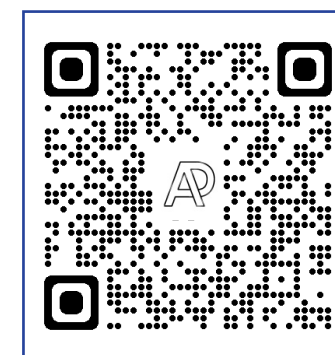
**20+** POSTS PER WEEK    **2 MILLIONS** PEOPLE REACHED PER MONTH    **+4K** NEW FOLLOWERS PER MONTH



Visit the official website of Play Cult\*: [antoniopolato.it/playcult](https://antoniopolato.it/playcult)



Visit the official Instagram page of Play Cult\*: [antoniopolato.it/playcultIG](https://antoniopolato.it/playcultIG)



Visit the official Facebook page of Play Cult\*: [antoniopolato.it/playcultFB](https://antoniopolato.it/playcultFB)



Visit the official website of Zelig\*\*: [antoniopolato.it/zelig](https://antoniopolato.it/zelig)

\* All video contents from 2021 onwards are selected and produced by me  
\*\* I worked on the editions of Zelig in 2007, 2011, 2012, and 2016; Zelig Circus in 2005 and 2013; Zelig Off in 2004, 2005, 2007, 2008, 2009/2010, and 2010; Zelig 1



# WOND AR STUDIOS

2020 - today

5 people team



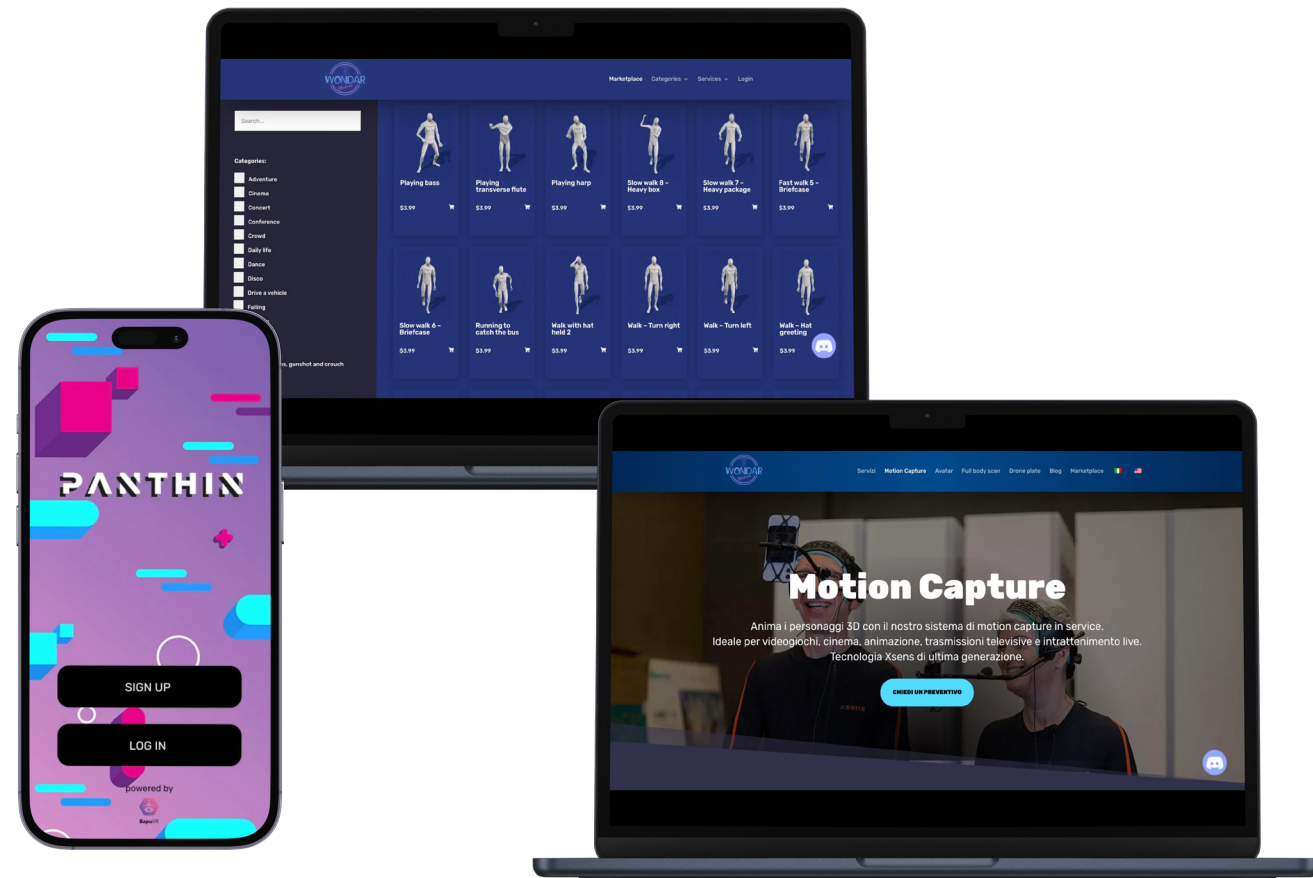
Wond AR Studios is a technology-driven services company specializing in cinema, gaming, and high-tech live events. It operates through three main product lines: Marketplace, Production, and 3D Data Acquisition.

**Objective:** Organic positioning to acquire new clients and creation of an MVP (Minimum Viable Product) for the 3D animation asset marketplace.

**Results:** New B2B collaborations every month obtained through the website. Plus, I developed an ecommerce MVP without using code, which is already operational without any promotion.

As a content specialist, I do:

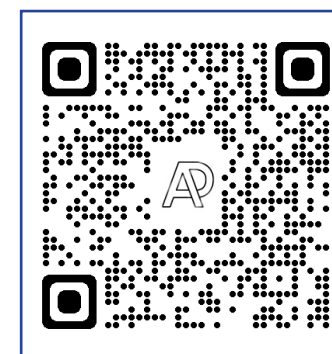
- Company **website creation and management**;
- Creation of an **ecommerce prototype** for the sale of 3D animations, collaborating with software developers
- Graphic design and prototyping of **augmented reality apps** under development



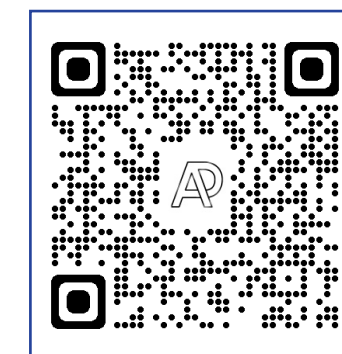
**DEVELOPMENT**  
OF A NO-CODE  
MARKETPLACE

**ORGANIC  
CONVERSIONS**  
FROM AROUND  
THE WORLD

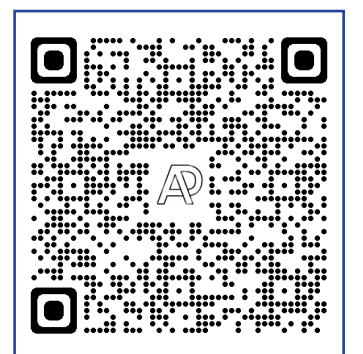
**DESIGN**  
OF A PROTOTYPE  
FOR AN AR APP



Visit the official website  
of Wond AR Studios:  
[antoniopolato.it/wondar](https://antoniopolato.it/wondar)



Visit the official marketplace  
of Wond AR Studios:  
[antoniopolato.it/wondarMP](https://antoniopolato.it/wondarMP)



Preview the design of the  
augmented reality app  
currently in development:  
[antoniopolato.it/wondarAPP](https://antoniopolato.it/wondarAPP)

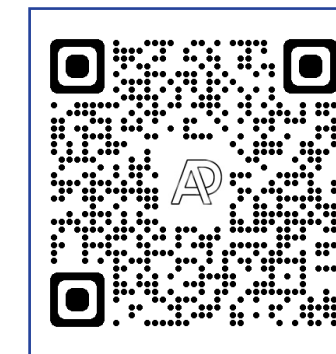
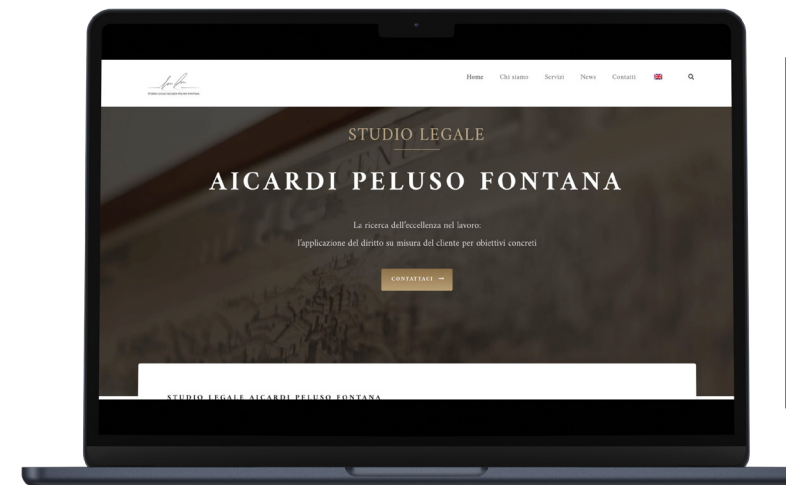




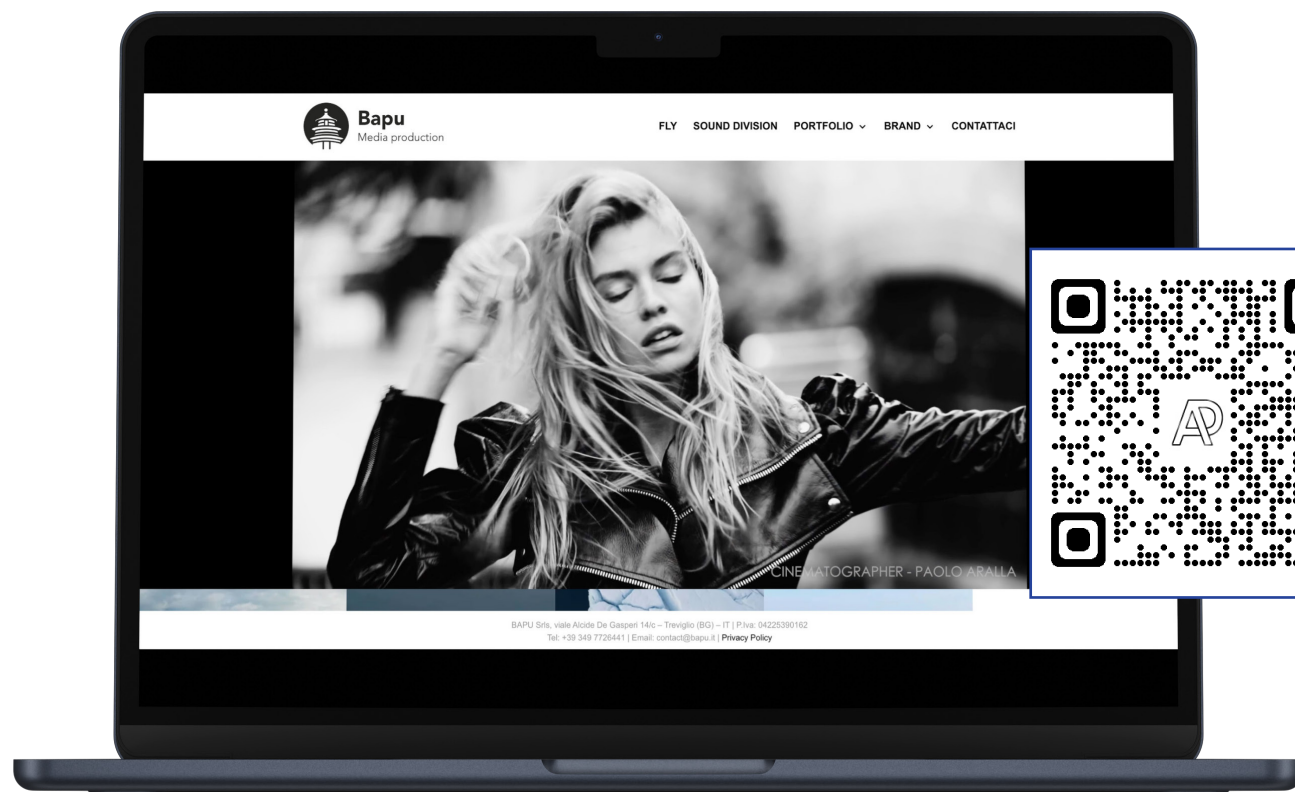
Bapu Srls is a video production company based in Treviglio (BG) specialized in the production of documentaries for television.

As a content specialist, I **create, design and manage** corporate and clients' websites.

At Bapu, there is always a need to test and innovate. I have also successfully worked in international events for MD Codes TM Tour, an experience that has honed my ability to thrive in dynamic and stressful situations with speed and precision.



Check out this project completed in 2020:  
[antoniopolato.it/legale](https://antoniopolato.it/legale)



Visit the official website of Bapu Srls:  
[antoniopolato.it/bapu](https://antoniopolato.it/bapu)



Check out this project completed in 2020:  
[antoniopolato.it/ecologia](https://antoniopolato.it/ecologia)





# MEG.STUDIO

2020 - 2022

10 people team



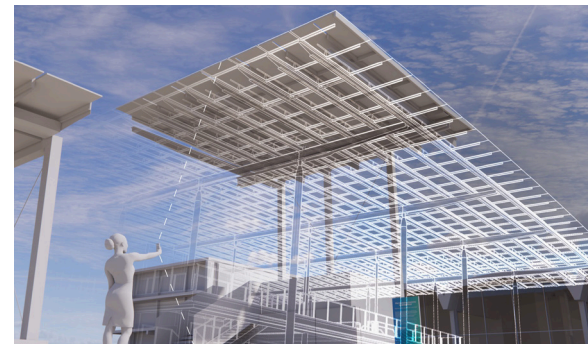
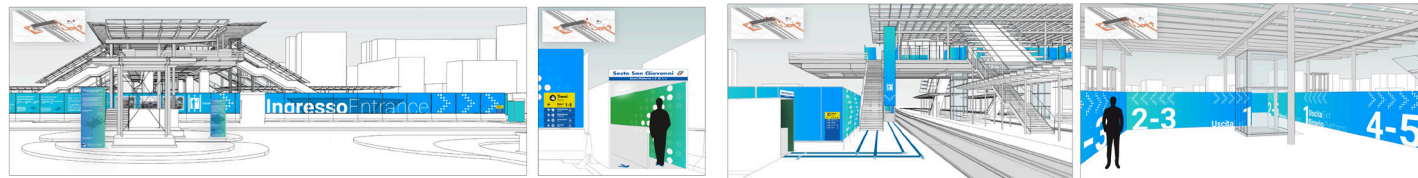
MEG.STUDIO is a company that provides integrated design services in the fields of architecture and engineering. Research, innovation, and visual communication are the foundations of the company, which develops strategies for both public and private clients, managing complex projects through all phases, from conception to construction.

As a communication expert, I have been involved in:

- **Website restyling** and implementation of **SEO-optimized contents** 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.



Check out the renovated  
MEG.STUDIO website:  
[antoniopolato.it/meg](https://antoniopolato.it/meg)

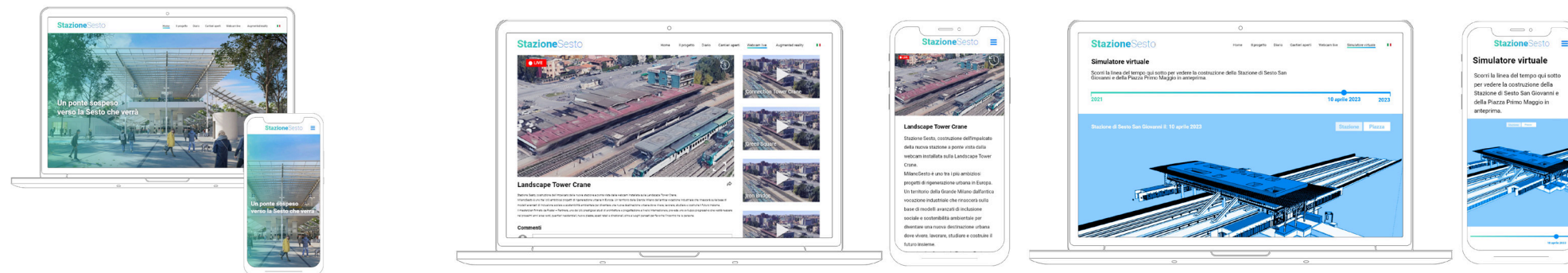


Examples from the construction communication project for the renovation of the Sesto San Giovanni Station in Milan. The ICM Group, with the technical partnership of MEG.STUDIO and E9A, achieved the **highest score in the technical proposal phase**.

*Top left: Four examples of wayfinding solutions for temporary access signage to the platforms during construction activities.*

*Top right: Augmented reality application project to make real-time simulation of the construction progress accessible to users through a 4D digital representation of the final project.*

*Bottom: Website and app mockup designed to inform and involve the community about the characteristics, purposes, progress status, and related initiatives of the project.*







# SEO & LOVE

2017-2018

Project manager of 10 people team



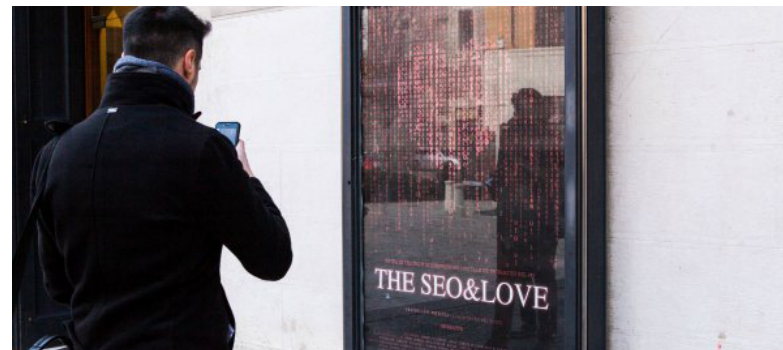
“SEO & Love” is a web marketing event that takes place annually in Verona. It provides insights into SEO and Content Marketing strategies aimed at increasing business opportunities, capturing the market, and engaging the target audience.

As the project manager for the event’s communication, I **coordinated the IUSVE University students’ team** with the aim of creating communication contents for “SEO & Love”, the annual SEO and Content Marketing event by Salvatore Russo.

As students (5 of the Verona’s Campus and 5 of Mestre’s), we actively participate in the construction of communication and digital strategies related to the event.

On the day of the event I followed the event like **assistant director**, role confirmed also for **2019 edition**.

We took care of every aspect of the event, from social communication to video, from scenography to slides, from the program booklet to bracelets.



From left to right, above: sponsor graphic for interviews, bracelet, collaboration box, tandem. In the lower row: set design, poster, slide, book

Team leadership · Content Development · Content Strategy · Problem Solving · Analytical Skills · Graphic Design · Teamwork

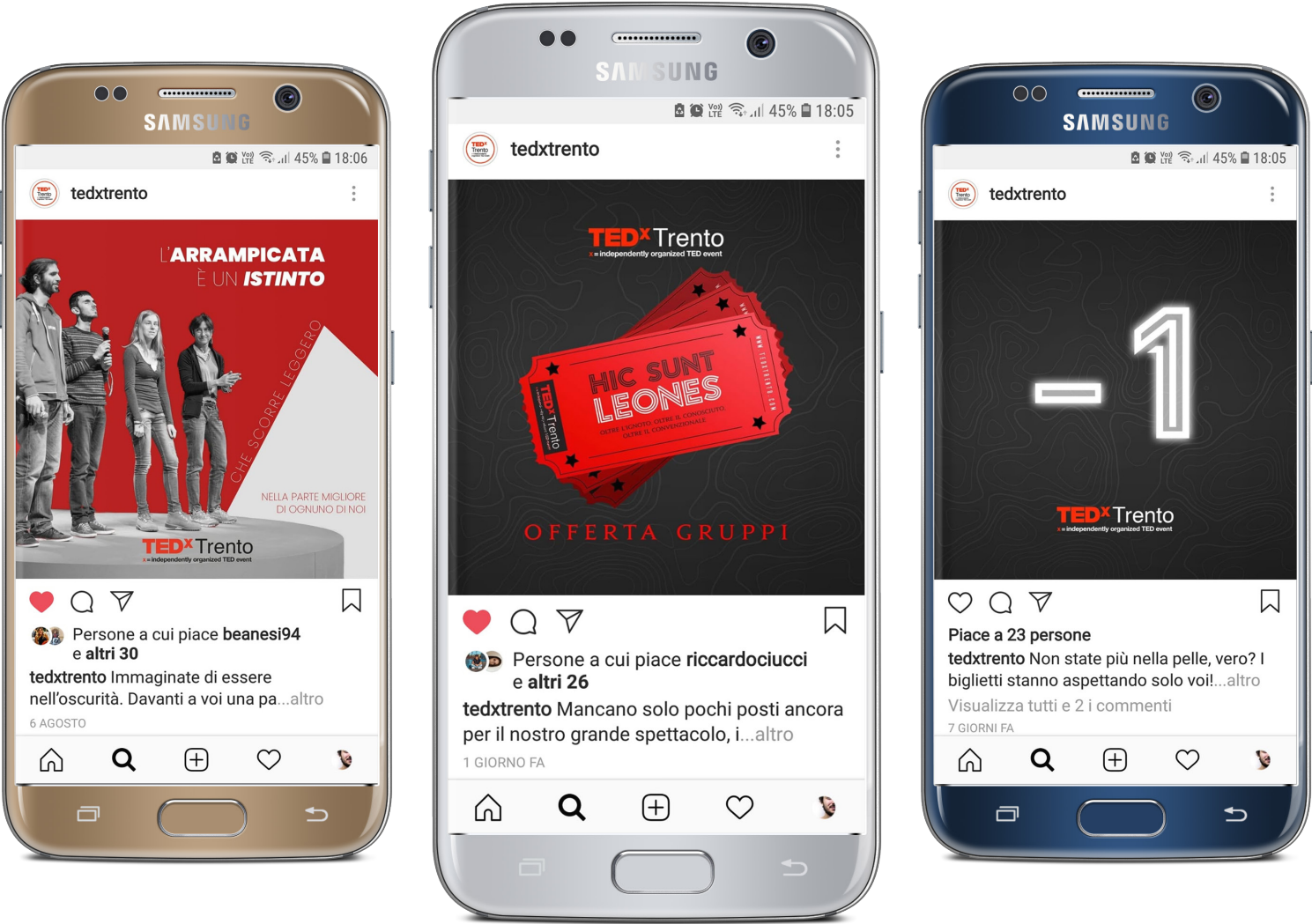




TEDx is a non-profit organization that aims to spread “ideas that deserve to be shared”, started as a simple conference in California in 1984.

In 2018, I was part of the social team of the annual **TEDx event in Trento**. The fil rouge was “**Hic sunt leones**”.

Together with **8 IUSVE students**, we have managed the various social networks of TEDx and we followed the event at the Teatro Sociale di Trento.



Examples of Instagram post for TEDx Trento



# MAD LAB PRODUCTION

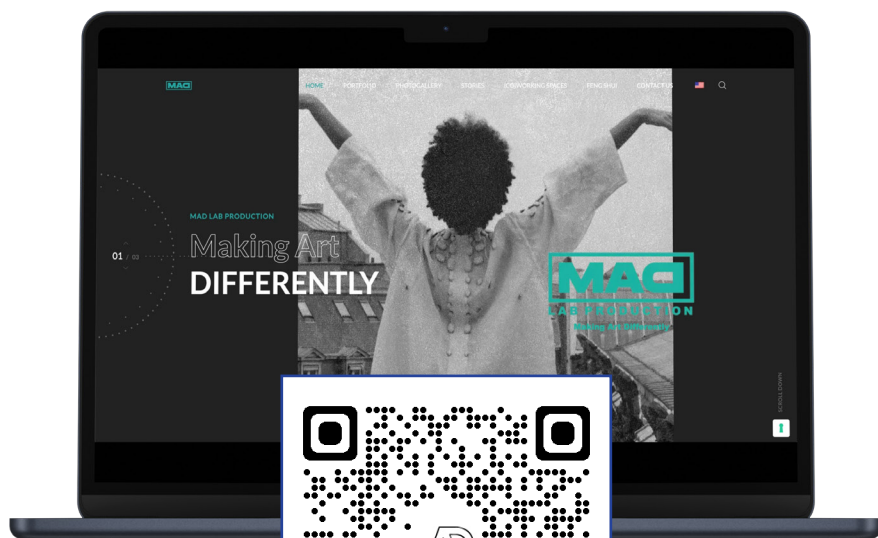
2020

Collaboration



MAD Lab Production is a company that specializes in producing videos, photographs, and art. With nearly 20 years of experience in the field from its founder Beatrice Quadri, MAD is based in Italy and operates internationally.

Founded in 2020, **a showcase website was created** to display all the projects, video and photographic portfolios. As a new company, **corporate emails** linked to the domain were also set up and configured.



Visit the official website  
of MAD Lab Production:  
[antoniopolato.it/mad](https://antoniopolato.it/mad)

# ZOOFACTORY



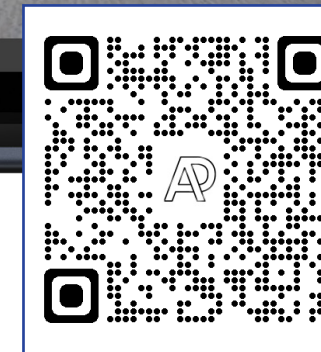
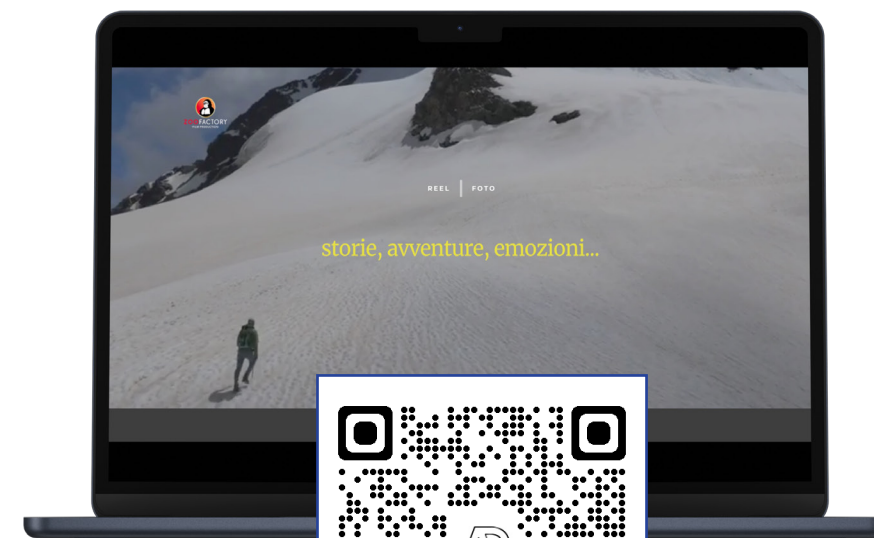
2018

Collaboration



Zoofactory is a video production company founded in 2004 by Massimiliano Sbrolla together with his partner Carlotta Nuccetelli. Massimiliano is a director and producer for National Geographic, Discovery Channel and Sky.

In 2018 **the website was completely renovated** and became, from a static showcase site, an interactive portfolio with the best of the company's television productions. I also proceeded to train Massimiliano for the autonomous management of the site.



Visit the official website  
of Zoofactory:  
[antoniopolato.it/zoofactory](https://antoniopolato.it/zoofactory)



**DO YOU THINK  
THAT WE COULD COLLABORATE TOGETHER?**



I'm happy to open up new opportunities.

**WEBSITE**

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**SKYPE**

antonio.polato

**BOOK A MEETING**

[calendly.com/antoniopolato](https://calendly.com/antoniopolato)

