



# Matteo Micciché

Website: <https://www.behance.net/matteomiccich> | LinkedIn: [miccichematteo](#)

## ● ABOUT MYSELF

I am a communications and digital specialist with international experience in European institutions and NGOs. My work bridges web design, content strategy, and ICT, with a strong focus on accessibility, compliance, and user experience. Combining creative communication with technical expertise, I support digital transformation and policy initiatives that place people at the centre of technology.

## ● WORK EXPERIENCE

### UNIVERSITÀ DEGLI STUDI DEL PIEMONTE ORIENTALE – VERCELLI, ITALY

**Business or Sector** Administrative and support service activities | **Department** Digitalisation and Innovation Division |

**Email** [matteo.micciche@uniupo.it](mailto:matteo.micciche@uniupo.it) | **Website** <https://uniupo.it/it>

#### WEB/ICT OFFICER – 03/12/2024 – CURRENT

I contribute to the management of the university's extensive web ecosystem, ensuring that websites remain secure, accessible, and aligned with public administration requirements and deadlines. I provide helpdesk support to staff and students, helping the university deliver reliable, compliant, and user-friendly digital services.

### LIFEWATCH ERIC – ITALY

**Business or Sector** Information and communication | **Department** Communications Unit | **Website** <https://www.lifewatch.eu/>

#### DIGITAL COMMUNICATIONS OFFICER – 01/07/2023 – 15/09/2024

I managed LifeWatch ERIC's website, social media channels and newsletters. I planned, implemented and monitored comprehensive social media strategies for LifeWatch ERIC and dozens of research projects. I was the organisational focal point for UX/UI and social media, working across teams to create researcher-focused educational content and expand the organisation's digital presence.

- **Content creation:** Worked closely with the training team to create content to support the online training platform, key summer and winter schools, webinars and other training events for researchers.
- **Social media strategy:** Overhauled the organisation's social media accounts to ensure consistent branding and tone of voice, established guidelines to centralise posting requests, created an editorial calendar, developed strategies to increase engagement and outreach, and reported performance to the board.
- **Editorial supervision:** Completely managed the monthly corporate newsletter by coordinating the national offices, selecting news, writing the draft, creating the design and managing the mailing. Performed various copywriting tasks to support corporate and project communications.
- **Content management:** Produced and edited engaging reports, wrote articles, blog posts, videos, infographics and other multimedia materials. Implemented SEO best practices to improve organic search rankings and increase web traffic.
- **Graphic & UX/UI design:** Oversaw user experience and interface design improvements and managed front-end development enhancements. Created landing pages for key events and handled graphic design requests for a variety of projects.

### DEMOCRACY REPORTING INTERNATIONAL – BERLIN, GERMANY

**Business or Sector** Information and communication | **Department** Communications Unit |

**Address** Elbestraße 28/29, 12045, Berlin, Germany | **Website** <https://democracy-reporting.org/en/office/global>

#### COMMUNICATIONS OFFICER – 01/09/2022 – 30/06/2023

I worked closely with the Communications Coordinator to support communications for the headquarters and for offices in Myanmar, Sri Lanka, Pakistan, Libya, Tunisia, Lebanon, and Ukraine.

- **Website management and development:** Enhanced the organisation's website for a more user-centred design by collaborating with contractors to conduct usability tests, implement new features, and ensure smooth migrations.
- **Content and newsletter production:** Created mock-ups and wireframes for websites and newsletters, managed backend content, optimised SEO, and produced targeted newsletters.
- **Social media and digital strategy:** Planned social media campaigns, produced engaging content, covered events through live-streaming and live-tweeting, and analysed data to refine our digital approach.
- **UX/UI research:** Supported in refining UX/UI designs through research and quality assurance and supported the integration of tools such as Google Analytics and Google Tag Manager for data-driven insights.
- **Additional support:** Identified contractors, managed media contact databases, assisted with the distribution of op-eds and press releases, produced infographics and videos, and supported the organisation of in-person events with live-streaming and social media engagement.

 **EUROPEAN TRAINING FOUNDATION** – TORINO, ITALY

**Business or Sector** Education | **Department** Policy and Public Outreach Department | **Address** Viale Settimio Severo, 65, 10133, Torino, Italy |

**Website** <https://www.etf.europa.eu/en>

### **STRATEGIC COMMUNICATIONS TRAINEE** – 17/10/2021 – 15/07/2022

I contributed to the definition of monthly campaigns by identifying key messages and objectives, planning content and designing new communication projects. I also provided technical direction for the Skills Factory podcast and the #LearningConnects live streams, collaborating with key partners such as the European Commission, Cedefop, RCC, UNICEF, UNIDO and ITCILO.

- **Communication strategy:** Assisted in the preparation of communication campaigns by defining objectives, key messages and target audiences to amplify the reach of the ETF's projects and initiatives.
- **Content creation:** Wrote articles, blogs, social media posts and human-centred storytelling to promote policy briefs and reports tailored to practitioners and students, vocational teachers, governments, development actors, learning centres, international organisations, and more.
- **Audiovisual production:** Wrote scripts for podcast episodes and corporate videos, contributing to a clear narrative and a cohesive visual presence across all digital platforms.
- **Institutional outreach:** Supported the organisation's efforts to promote capacity building initiatives such as the Green Skills Award by producing press releases and media kits.
- **Live stream support:** Provided assistance with scripting and real-time chat moderation for the #LearningConnects live streams to ensure sessions were both smooth and engaging.
- **Digital marketing:** Analysed social media and website metrics to provide data-driven insights to refine communications strategies.

 **MATTEO MICCICHÈ - DIGITAL COMMUNICATIONS** – ITALY

**Business or Sector** Information and communication

### **COMMUNICATION CONSULTANT AND VISUAL DESIGNER** – 08/2019 – 15/10/2021

- Newsletter design and management.
- Websites design and production.
- Social media management.
- Development of marketing and advertising campaigns.
- Design of visual identities.
- Design of brochures and printed products.
- Copywriting.
- SEO optimisation.

 **GIORNALE LA VOCE** – CHIVASSO (TO), ITALY

**Business or Sector** Information and communication | **Address** 10034, Chivasso (TO), Italy | **Website** [www.giornalelavoce.it](http://www.giornalelavoce.it)

### **JOURNALIST** – 26/05/2019 – 31/10/2019

Curricular internship at a newspaper newsroom. I conducted interviews and wrote in-depth political articles.

 **ETG RISORSE E TECNOLOGIA S.R.L.** – CHIVASSO, ITALY

**Business or Sector** Professional, scientific and technical activities | **Department** R&D | Sales | Production | **Address** 10034, Chivasso, Italy |

**Website** [www.etgrisorse.com](http://www.etgrisorse.com)

### **PROJECT MANAGER** – 08/01/2012 – 01/11/2018

Before turning my career to communications, I worked for seven years in an engineering studio. I was at the forefront of product and project development, conducting technical analyses, component testing, identifying roadmaps, and sales and marketing.

- Management of international customers and suppliers.
- Stakeholders networking and outreach.
- Production supervision.
- Simultaneous implementation of multiple projects.
- Participation in public tenders.
- Company representation at international exhibitions.
- Staff training.

## **EDUCATION AND TRAINING**

18/04/2021 – 14/07/2021 Bruxelles, Belgium

**INTERNATIONAL MASTER IN EUROPEAN STUDIES | EU POLICY ADVISOR AND EU PROJECT MANAGER** Belgian-Italian Chamber of Commerce

The International Master in European Studies deepened my understanding of the European Union's institutional system, policy priorities and funding programmes. Thanks to the practical workshops with international experts, I learned how to prepare

successful applications for EU grants and tenders and how to use the Project Cycle Management PM<sup>2</sup> methodology. The training aims to train high-level policy advisors to develop new innovative, green and digital opportunities.

**Address** Av. Henri Jaspar 113, 1050, Bruxelles, Belgium | **Website** <http://europeanmaster.net/> |

**Field of study** European Studies | Public Policy Analysis

16/09/2018 – 06/07/2020 Genova, Italy

**INFORMATION AND PUBLISHING SYSTEMS | POLITICAL JOURNALISM AND PUBLIC OPINION** Università degli Studi di Genova

The course provides the competencies required to become a professional journalist and develops high-level editorial skills. Thanks to interdisciplinary education in the literary, linguistic, historical, philosophical, legal, economic, socio-political and internationalist disciplines, I acquired a solid multidisciplinary education.

**Address** Via Balbi 5, 16126, Genova, Italy | **Website** <https://corsi.unige.it/8769> |

**Field of study** Political sciences and civics, Journalism and reporting | **Final grade** Magna cum laude | **Level in EQF** EQF level 7 |

**Thesis** Digital Democracy and medium's neutrality in participatory processes

22/09/2013 – 17/07/2018 Vercelli (VC), Italy

**PHILOSOPHY AND COMMUNICATION** Università degli Studi del Piemonte Orientale "Amedeo Avogadro"

I gained a thorough understanding of a variety of philosophical schools of thought, including political, social, moral, theoretical philosophy, and communication theory. I spent a semester at the Adam Mickiewicz University in Poznań, thanks to the Erasmus+ programme.

**Address** Via del Duomo, 6, 13100, Vercelli (VC), Italy |

**Website** <https://www.uniupo.it/en/courses/undergraduate-bachelor's---degrees/philosophy-and-communication> |

**Field of study** Philosophy and ethics | **Final grade** 104/110 | **Level in EQF** EQF level 6 | **Thesis** Radical Enlightenment, Equality and Gender

**ADOBE CERTIFIED PROFESSIONAL** Adobe

**Website** [https://www.credly.com/badges/a6e156e0-ea62-4ad8-b28b-94e10fe3f2bb/public\\_url](https://www.credly.com/badges/a6e156e0-ea62-4ad8-b28b-94e10fe3f2bb/public_url)

**THE SUSTAINABLE DEVELOPMENT GOALS – A GLOBAL, TRANSDISCIPLINARY VISION FOR THE FUTURE** University of Copenhagen | Coursera

The course provides a historical overview of **sustainability** and an in-depth introduction to the **SDGs** - what they are, how to measure the progress, and how the SDGs are relevant to managing global systems that support humanity. The course examines how various social actors are responding to and implementing the SDGs.

**Website** <https://www.coursera.org/account/accomplishments/verify/C4Q343BMCN2L> | **Field of study** Basic programmes and qualifications

**Link** <https://www.coursera.org/account/accomplishments/verify/C4Q343BMCN2L>

## ● LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

## ● SKILLS

**Groupware / Agile Project Management**

Trello | Mural | Notion | Asana | Microsoft Planner | Microsoft Teams | OpenProject | Jira

**Visual Design**

Adobe Photoshop | Adobe Illustrator | Adobe Premiere Pro | Figma | Adobe InDesign | Data Visualisation | Adobe After Effects

## **Social Media**

Instagram | LinkedIn | Restream | YouTube | Facebook | Hootsuite | Twitter

## **Analytics / Media Monitoring**

Google Analytics | Google Tag Manager | Meltwater | Matomo | Brandwatch

## **Content Management Systems and SEO**

Drupal | FTP | SQL | Elementor | WordPress | CSS | Divi | Plesk | HTML | cPanel | Google Keywords

## **Digital Marketing**

Google ADS | Meta Business Suite | Mailchimp

## **Office automation**

Microsoft Office | Adobe Acrobat Pro | Google Suite