

# Giuseppe Nadir Catalano

Digital Communication Strategist  
Head of Content  
Content Planner & Brand Storyteller



**PROFILE.** In over 10 years of experience in digital media I worked with some of the greatest Italian, German and international brands: **S.Pellegrino, Purina, Zalando, SKY** and **Endemol**, Corriere del Sera – and also with newcomers, such as the Berlin-based **New Monday Design Sprint**. In these years I developed a deep knowledge of **social media, project management, digital publishing** and **content planning/creation**. Alongside my commercial activities, I worked on several **art and editorial projects**. My professional strength lays in the intersection and in the **fusion** of these two worlds.

## PROFESSIONAL EXPERIENCE

May 2019 / Present

**Fine Dining Lovers by S.Pellegrino & Acqua Panna | Head of Content, Milan**  
([www.finedininglovers.com](http://www.finedininglovers.com))

Fine Dining Lovers is the global platform by S.Pellegrino and Acqua Panna dedicated to culture of taste and global gastronomy. A challenging project that mixes branded and editorial, that I was honoured to lead as a head of content:

- Content Strategy for the 4 International Magazine (COM, IT, FR, ES) and their Social Media
- Delivery of over 8.000 pieces of contents per year between articles, videos, podcast, social media posts.
- Definition of the scope of work and budget allocation with the client
- Overview and Implementation of Social Media ADV Campaigns (over 300k in 2020)
- Delivery of the expected performances (2020: 19.5 Million Sessions and 65.6 Million Organic Impressions)
- Editorial overview together with the websites' editors in chief and their international staff (11 Team Members)

## N.Catalano

#Digital Strategist #Digital Project Manager #Digital Content Planner #Head of Content

May 2019 / December 2019

### **Fondazione Teatro Donizetti | Digital Strategy, Bergamo**

Starting from 2020 I had the chance to capitalize my knowledge of digital media in the field of cultural projects through the collaboration with the Fondazione Teatro Donizetti in Bergamo. I collaborated with the foundation on:

- Social Media Editorial plan for the "Donizetti Opera Festival 2020"
- Concept and implementation of digital video formats to reach new audiences online
- Review of the existing website for the Opera Festival

March 2019 / May 2019

### **Liberi Tutti by Corriere della Sera YouTube | Head of Content, Milan ([www.youtube.com/liberitutti](http://www.youtube.com/liberitutti))**

Corriere della Sera is the most important newspaper in Italy. In 2018 Corriere it presented the weekly supplement "Liberi Tutti". Starting February 2019 I was asked to be the Head of Content for the Liberi Tutti YouTube channel, collaborating with Milan agency YAM112003.

- Editorial planning
- Content production with a dedicated team (video editors, editors, cameramen)
- Data reporting
- Results: +1.5 million views in 3 months

January 2019 / Present

### **N.Catalano | Freelancing activities, Berlin and Milan**

N.Catalano preserves the professional approach of big communication agencies, inside of a more competitive, fast and scalable frame. I like to think of my studio as a "digital communication boutique". Partnering with a network of creatives and professionals, I offer several products. Selected projects:

#### **New Monday GmbH, Berlin ([www.newmonday-sprint.de](http://www.newmonday-sprint.de))**

- Digital Strategy
- Multimedia content production (video, blog, social media) with dedicated teams

#### **Gaspacho Fashion Store, Berlin ([www.gaspacho.ink](http://www.gaspacho.ink))**

- Branding
- Digital Strategy
- Website concept and wireframing

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January 2018 / December 2018

### **Art events communication and production | EAF, Berlin ([www.enterart.com](http://www.enterart.com))**

In 2018 I collaborated with Enter Art Foundation, a non-profit organization based in Berlin aimed to help emerging and mid-career artists to succeed in the art world. These were some of my tasks:

- Exhibition pre-production, display and set up
- Social Media Communication and advertising (Fan acquisition, Events promotion)
- Newsletters and Website Updates
- Design of flyers, posters, catalogue and social media contents

October 2014 / December 2017

### **Zalando Customer Service (IT and CH IT) | Zalando CuCa Int. GmbH, Berlin ([www.corporate.zalando.com](http://www.corporate.zalando.com))**

Nov 2016 / Dec 2017 | **Team Leader (15 Team Members)**

- Daily team steering, in order to reach the given KPIs
- Weekly and monthly evaluation talks
- Recruiting process for new team members and senior specialists
- Formation for vendors, on site (Lisbon and Milan)

September 2008 / August 2014

### **Project Manager and Digital Strategist | YAM112003 / Endemol, Milan ([www.yam112003.com](http://www.yam112003.com))**

For the agency's clients (brands, institutions, editors, TV broadcasters):

- Digital positioning and competitive arena analysis; analysis of digital trends
- Development of integrated communication strategies
- Development and implementation of creative concepts for online campaigns and special projects
- Development of editorial projects for online magazine affiliated with brands, tv shows or magazines
- Projects' resource management and relationships with suppliers (technology, design)
- Development of wireframes and functional documentation for new projects

Some clients I've worked on: Negroni / AIA, Nestlè Purina, Nestlè Waters, Sky Italia, Endemol Italia, Sky Vodka, Puma.

## N.Catalano

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March 2007/ August 2014

### **Web Editor + Editor in chief | YAM112003 / Endemol, Milan**

In parallel to the above-mentioned functions:

- Content development for blogs and magazines run by YAM112003
- SEO strategies
- Managing of the editorial team (12 people)
- Data reporting to management
- Reach of given KPIs
- Contacts with all the stakeholders (ADV Agency, Tech Teams, Graphic Designers)

July 2012 + May 2014

### **Editorial Consulting for Swide by Dolce & Gabbana | Braga+Federico, Milan (www.bragafederico.com)**

- Consulting for the development of the web magazine Swide.com's 2013 editorial plan
- Development of a new strategic positioning for the magazine in the company's digital asset

## ART & EVENTS

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- 2019 - GlogauAIR, Berlin | **Stonewall 50. Days of Future Past**  
PR and Digital Communication, Social Media ADV Campaign, Exhibition set-up
- 2017 - R\_1992, Berlin | **Confessions in a Dark Room, Rory Midhani Solo Exhibition**  
PR and Digital Communication, Social Media ADV Campaign, Exhibition set-up
- 2016 – The Ballery, Berlin | **Wannabe: a Spice Girls Art Tribute**  
Concept and Curation, Artists Scouting, PR and Press, Social Media ADV, Exhibition set-up
- 2016 – The Ballery, Berlin | **Saints & Sinners**  
Co-Curation, Social Media ADV Campaign, Exhibition Set-Up
- 2015 – Various Venus, Berlin | **Yo! Sissy – Queer Music Festival**  
PR and Digital Communication, Social Media ADV Campaign

## EDUCATION

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- 2004 - 2007 | **Degree Course in Fashion Design** - Politecnico, Milan.
- 1999 – 2004 | **Diploma in Visual Graphics** - ITCS Erasmus of Rotterdam, Bollate (MI).

## LANGUAGES

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- **Italian:** native
- **English:** fluent
- **German:** B1

## IT COMPETENCES

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- Social Media: Facebook, Instagram, Twitter, YouTube (content management and advertising)
- Microsoft Office: PowerPoint, Word, Excel
- Graphic: Photoshop, InDesign
- Google: GMail, Google Drive, Google Documents
- Other platforms: WordPress, Mailchimp, Dropbox, Salesforce, Basecamp, Art Butler
- SEO, SEM and Social Media Marketing

## PERSONAL SKILLS

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- Flexible project method, applicable to digital projects but also to events or other offline products
- Good team working skills (both as a team member or as a leader)
- Ability to formalize ideas and projects, excellent communication skills
- High quality standards in content planning and production
- Well organized, excellent product / project management skills
- Result oriented, data analysis