



Personal Details

Name and surname

Date of birth

Address

Phone

Email

Personal page

Paolo Goretti

13/09/1985

Loc. Battifolle 85, 52100 Arezzo, Italia

+39 0575363495

askme@paologoretti.com

paologoretti.com

Nationality: Italian/Swiss

Mobile: +39 3285515363

Expertise

Marketing/Communication/Copywriting/Press and PR

Professional experience

From - to

Role

Tasks

Company

Business

From - to

Role

Tasks

Company

Business

January 2016 - now

Marketing Executive

Web copywriting;
Content management;
Benchmark analysis;
Survey activities;
DEM campaigns.

Aruba Marketing (Aruba SpA)

Web services

May 2013 - October 2015

Communications specialist

Press & PR;
Internal communication;
CSR (Corporate Social Responsibility);
Social media;
Investor relations.

Banca Etruria, via Calamandrei 255, 52100 Arezzo

Bank

From - to	September 2012 - May 2013
Role	Marketing account
Tasks	Website updating; Video mounting; Graphic design; Direct Email Marketing.
Company	Knowità Srl., via Martiri di Civitella 11, 52100 Arezzo
Business	Management training and consulting
From - to	March 2012 - September 2012
Role	Press Office
Tasks	Press & PR
Company	G.S. Olmoonte, via Andrea Del Verrocchio 10, 52100 Arezzo
Business	Football club
From - to	April 2012 - June 2012
Role	Postman
Tasks	Postal products delivery
Company	Poste Italiane, via Don Luigi Sturzo 112/114, 52100 Arezzo
Business	Correspondence delivery
From -to	August 2008 - December 2011
Role	Journalist
Tasks	Writing sports and chronicle articles.
Company	Il Nuovo Corriere Aretino, loc. Case Nuove di Ceciliano 49a, 52100 Arezzo
Business	Daily newspaper
From - to	August 2007 - May 2010
Role	Collaborator
Tasks	Sport commentary; Interviews and TV documentaries; Participation in live TV transmissios.
Company	Teletruria e 102 TV, loc. Case Nuove di Ceciliano 49, 52100 Arezzo
Business	TV Broadcaster
From - to	July 2006 - October 2006
Role	Editorial trainee
Tasks	Writing articles.
Company	Il Corriere di Arezzo, via Petrarca 4, 52100 Arezzo, Italia
Business	Daily newspaper

Education

From - to October 2007 - May 2009
 Degree Master degree
 Mark 110/110
 Subjects Class 14, Communication Sciences
 Institute Università degli Studi di Firenze, “Comunicazione Strategica” degree

From - to September 2004 - October 2007
 Education BA
 Mark 105/110
 Subjects Class 14, Communication Sciences
 Institute Università degli Studi di Firenze, “Media e Giornalismo” degree

Training courses

Timing January 2014 - in progress
 Certification Registered journalist continuing education
 Subjects Journalism ethics;
 Digital information tools;
 Social Media - Twitter;
 How to read a company balance.
 Institute Ordine dei Giornalisti

Timing 3/4 december 2014
 Certification Forum CSR 2014 participation certificate
 Subjects Corporate Social Responsibility;
 GRI 4 guidelines;
 Integrated Reporting guidelines.
 Istituto di formazione ABI Eventi

Personal skills

English Professional knowledge
 French Basic knowledge
 Microsoft Office Word, Excel and Power Point professional knowledge
 Adobe Creative Suite Photoshop and Premiere professional knowledge
 Programming HTML e XML advanced knowledge

Other informations

Driving licence “B” and “A3” european driving licence - Own car
 Professional societies Ordine dei Giornalisti - Registered since 2010