

MATTEO GRASER

EDUCATION:

UNIVERSITY:

I.E.D. Istituto Europeo di Design
Communication dept
Art Direction degree
valuation: 100/100 - 2006, July

COLLEGE:

ITIS G.Galilei - Chemical Tannery Industry
School
Chemical Technician
valuation: 74/100 - 2001 July

EXPERIENCE:

2000 - today	ParRock / Lumen Festival Director
2011 - today:	CKN Studios (my freelance company) Web design for clients and ADV company.
2014 - today:	Professor of Web Design at LABA (Trento - Italy) Web Design / UX course.
2010 - 2011:	Web designer a "Pentastudio" Vicenza
2009 - 2010:	Graphic designer A "V2M Sydney" (Sydney - Australia)
2007 - 2009:	Art director jr. at "Governance ADV" Milano

Relevant Customare:

Marco Bicego, Develon, KERP Agency, Mibu Lab, Confindustria
Vicenza, Fulcrum, Comune di Vicenza, Giblor's, Wifiweb, Jusp.com,
Rai.tv, Giuliana Teso, Fila.chim, Husqvarna Italy, Dainese, Cantina
Colli Vicentini, Jonsered Italy.

ROLES, SKILLS AND COMPETENCE

CKN Studios

- Creation of advertising campaigns
- Shopify customization
- Website developed on Wordpress / html / bootstrap / css / php
- Webdesign layout design
- Private company event creation
- Client accounting
- Photo shooting supervisor
- Facebook / Google advertising
- SEO basic knowledge

Lumen Festival/Ass. ParRock

- Intermediation with institutions and administrative offices, and sign and legal liability
- General direction (budget, providers)
- Artistic Direction (artistic, advertising)
- Sales management (sponsorship, partnership)
- Communication direction (adv campaign, buying adv space, merchandising, web/social, set-ups and scenographies, media PR coordination, team coordination, scouting human resources).
- Under pressure work, team work, resource coordination.

Skills

- Web design and usability (UX)
- Shopify customization
- Wordpress, PHP, Css, JS
- Adobe CC full software pack (since 1999)
- Video editing
- Microsoft Office Software
- Projectuality
- Safety regulations
- Booking
- Advertising
- Team work
- Intermediation with institutions
- Partnership and sponsorship development
- English level: B2
- Drive Car licensee
- Fire prevention course: Max level

about me

After graduating as a Chemical Technician in 2001 from ITIS Galileo Galilei in Arzignano, specialising in the leather tanning industry, I subsequently worked as a Colourist Technician in a chemical products lab. I processed colour solutions to ensure high quality leather production for cutting edge fashion apparel and accessories. Following this experience I moved to Milan, changed my career path and received a Degree in Advertising from IED - Istituto Europeo di Design, graduating in 2007 with a full evaluation (grade of 100/100). I worked at Lifonti & Co. advertising agency in Milan from 2007 till 2009 as a Junior Art Director for ATL and BTL clients, becoming proficient in web design.

In 2009 I broadened my horizons by moving to Sydney where I worked as a Graphic Designer for V.2.M., a visual merchandising company with majority fashion agency clients. After my working holiday visa expired, I returned to Italy and opened my freelance company CKN Studios, serving mid size clients with web design and Wordpress expertise (customising WP CMS based on client needs). Since 2010 my client list has included Fulcrum Wheels, Confindustria Vicenza, and several marketing agencies between Milan and Vicenza.

Since 1999 I have organised independent music gigs, working on all aspects such as communication, bookings, regulations and technical requests. In 2000 I became the President of ParRock, a cultural association which organises an annual music festival. I managed collaborations with big brands to cover 40% of the sponsorship, such as FIAT (now called FCA Automotive), naming the 2006 event FIAT ParRock Festival in 2006. ParRock includes some of the best independent Italian bands, attracting 10 Thousand fans across the Veneto area.

In 2013 and in association with ParRock, I created Lumen Festival, an annual 5 day music festival including band gigs, electro dis, food trucks, craft beer, and light installations. As the Founder and Director, I focus on overall festival experience, sponsorships, problem solving, communication, website design/usability and growing our audience. Today, Lumen is a boutique festival situated in the historical Giardino Salvi, a 1600 year old park located in the city centre of Vicenza. In six years the festival has grown from a staff of 8 to over 80 volunteers, and the 2018 6th edition of Lumen, in partnership with ho.re.ca partners included 12 bands, 6 DJs, 7 food trucks, 80 volunteers and brought in a vibrant 17K strong crowd. Our advertising and marketing campaign includes fashion shoots, billboard advertisement, video, social media and a 24 page magazine including interviews and fashion stories. With a growth of 220% in 2017, we have gained further sponsorship offers and are working in collaboration with institutional figures such as Politicians, the City Mayor, the Superintendent of Cultural Heritage Offices, Lawyers and a Security Engineer who are all in direct contact with me. I have also developed a partnership with 6 festivals in the North Italy Zone, to share ideas, spread the costs and get a better price for booking artists.

Since 2014, I have held the position of Professor of Web Design at LABA - Libera Accademia Belle Arti, specialising in User Experience and Web Usability. Teaching continuously improves my public speaking skills, as I address a class of 60 students. Since 2019 I did masterclass speaking about music festival and advertising / communication on business school