



# MANUEL TOSO

PhD Student | Marketing Specialist |  
Copywriter | Project Manager

## PROFILO PERSONALE



## SPECIALIZZAZIONI

- Copywriter
- Project Manager
- Marketing Strategist
- Scriptwriter
- Storyteller
- AI
- Adobe (Photoshop, InDesign)
- SEO

## CONTATTI



## ESPERIENZE PROFESSIONALI

### COPYWRITER | SOCIAL MEDIA EDITOR | PROJECT MANAGER

Brad&k Productions | Dic 2023 - Presente

- Redazione articoli Cineguru e Social Media Editor
- Project Manager
- Concept e brief idee
- Script per contenuti creativi/contenuti talent
- Reportistica

Clienti: Disney, Warner Bros., Universal, Paramount, Eagle Pictures, Ferrero, Leone Film, 01 Distribution - Rai Cinema, Sony, Vision Distribution, Cinetel

### MARKETING COMMUNICATION MANAGER

LAND | International Landscape Consultancy, Milano, Set 2022 - Feb 2023

- Comunicati stampa, strategie di comunicazione
- Sito web aziendale
- Gestione dei contenuti dei profili social di LAND e sviluppo di piani editoriali
- Copy e contenuti visivi per i social media e il sito web
- Brochure e presentazioni
- Copy Editor per testi e pubblicazioni ufficiali

### JUNIOR SOCIAL MEDIA MANAGER | COPYWRITER

Slevin | Agenzia di comunicazione, Roma, Feb - Ago 2022

- Strategie di Brand Awareness
- Creazione piani editoriali
- Creazione contenuti Facebook e Instagram (copy, grafiche, video)
- Scrittura e produzione Spot

### COPYWRITER | SCRIPTWRITER

Gruppo MINI | Milano, Mar 2020 - Giu 2020

- Scriptwriter del cortometraggio brand oriented "Gli Atomici Fotonici" per il lancio della nuova MINI Full Electric

## FORMAZIONE

### SAPIENZA UNIVERSITÀ DI ROMA - ROMA

PhD Musica e Spettacolo - Nov 2023 - Presente

- PhD Student con un progetto di ricerca in cinema, in cotutela con la Francia, dal titolo "La distribuzione dei film A24 in Italia e Francia".

### IED - ISTITUTO EUROPEO DI DESIGN - ROMA

Corso di Formazione Continua - Marketing, Comunicazione e Pubblicità, Nov 2021 - Mar 2022, Voto finale 30/30

- Marketing • Digital Marketing • Copywriting • SEO

### IED - ISTITUTO EUROPEO DI DESIGN - MILANO

Corso di Alta Formazione OffiCine - Fare Cinema, Mar 2020 - Giu 2020

- Sceneggiatura • Produzione

### UNIVERSITÀ DEGLI STUDI DI GENOVA

Laurea Magistrale in Letterature Moderne e Spettacolo, 2017 - 2019, Voto finale 110L

- Erasmus+ presso Université Sorbonne Nouvelle - Paris 3, Gen 2019 - Giu 2019

### UNIVERSITÀ DEGLI STUDI DI GENOVA

Laurea Triennale in Lettere, Musica e Spettacolo, 2014 - 2017, Voto finale 110L

- Tirocinio curriculare presso Fondazione Luzzati - Teatro della Tosse

## LINGUE

Inglese C1 | Francese B2 | Tedesco B2 | Spagnolo B1



# MANUEL TOSO

PhD Student | Marketing Specialist |  
Copywriter | Project Manager

## PROFILE

Over the years I have developed skills in marketing, communication and advertising. My creativity and communication skills have allowed me to devise persuasive strategies and content for digital and traditional channels. Currently, I contribute to the success of an important film marketing agency. Moreover, as a PhD student at La Sapienza - University of Rome, I lead a research project in co-tutorship with Sorbonne Nouvelle - Paris 3 on the evolution of contemporary auteur cinema through independent distribution in Italy and France.

## SKILLS

- Copywriter
- Project Manager
- Marketing Strategist
- Scriptwriter
- Storyteller
- AI
- Adobe (Photoshop, InDesign)
- SEO

## CONTACTS

## WORK EXPERIENCE

### COPYWRITER | SOCIAL MEDIA EDITOR | PROJECT MANAGER

**Brad&k Productions | Dic 2023 - Present**

- Cineguru Articles and Social Media Editor
- Project Manager
- Concept and idea brief
- Creative content/talent scripts
- Reporting

*Clients: Disney, Warner Bros., Universal, Paramount, Eagle Pictures, Ferrero, Leone Film, 01 Distribution - Rai Cinema, Sony, Vision Distribution, Cinetel*

### MARKETING COMMUNICATION MANAGER

**LAND | International Landscape Consultancy, Milan, Sep 2022 - Feb 2023**

- Press release, communication strategy
- Corporate website
- Content management of LAND's Social media profiles and development of editorial plans
- Creation of copy and visual contents for LAND's social medias and website
- Designing brochures and presentations
- Copy Editor for texts and official publications

### JUNIOR SOCIAL MEDIA MANAGER | COPYWRITER

**Slevin | Digital Agency, Rome, Feb - Aug 2022**

- Brand Awareness Strategy
- Editorial Plans
- Facebook ADS
- Content creation (copy, visual, video)
- Commercial

### COPYWRITER | SCRIPTWRITER

**MINI | Milan, Mar 2020 - Jun 2020**

• Screenwriter and copywriter for the brand-oriented short film "Gli Atomici Fotonici" with Giovanni Storti for the launch of the new Mini Full Electric.

## EDUCATION

### SAPIENZA UNIVERSITÀ DI ROMA - ROMA

**PhD Music e Performing Arts - Nov 2023 - Present**

• PhD Student with a research project in cinema, co-tutoring with France, entitled "The Distribution of A24 Films in Italy and France"

### IED - ISTITUTO EUROPEO DI DESIGN - ROMA

**Master Marketing, Communication and Advertising, Nov 2021 - Mar 2022, 30/30**

• Marketing • Digital Marketing • Copywriting • SEO

### IED - ISTITUTO EUROPEO DI DESIGN - MILANO

**Advance Training Course OffiCine - Fare Cinema, Mar 2020 - Jun 2020**

• Screenwriting • Production

### UNIVERSITY OF GENOA

**Master's Degree in Modern Literature, Theatre and Cinema, Sep 2017 - Mar 2020**

- 110/110 cum laude
- Erasmus+ at Sorbonne Nouvelle - Paris 3, Jan 2019 - Jun 2019

### UNIVERSITY OF GENOA

**Bachelor's Degree in Literature, Music and Theatre, Sep 2014 - Feb 2018**

- 110/110 cum laude
- Internship at Fondazione Luzzati - Teatro della Tosse

## LANGUAGE

**Italian Mother tongue | English C1 | French B2 | German B2 | Spanish B1**