

Niccolò Davini



- Communication strategy development and planning
- CEO and Management profiling
- Crisis and Reputation management

My goal is to balance tools and channels to narrate values, missions and visions while building credibility and reputation. Always prompt, focused, relevant.

SEPTEMBER 2016 – ONGOING

Hill+Knowlton Strategies Italy

Senior Digital & Corporate Consultant

Management consultant for Corporate and Digital communications. As a project manager, I coordinate my teams from strategy development to their implementation. I have a wide experience, from CEO profiling to the development of global Corporate and Marketing Social Media strategies, from reputation assessment and management to issue and crisis response coordination.

Main clients: Conad, Gruppo Angelini, European Commission, Roche Diabetes Care Italy, BWT, CNH, Huawei, Confindustria, LVCHI Auto.

SEPTEMBER 2014 – SEPTEMBER 2016

Yam112003 - Endemol

Digital Content Manager

Key Account on digital and social projects, mainly for automotive and food clients. I mainly managed Youtube content production – from video production to distribution – and Social Media channels.

Main clients: Quattroruote, RCS, Gruppo Veronesi, Gruppo Colussi, Lamborghini.

JUNE 2009 – SEPTEMBER 2014

AGR – MSN Italia

Content editor

(Student Job) Journalist, Content and social media editor for “AGR” national newswire, then involved in MSN project.

SEPTEMBER 2007 – JUNE 2019

Radio Popolare Milano – Popolare Network

Contributor

EDUCATION

Liceo Scientifico Girolamo Cardano, Milan – Scientific High School
Università degli Studi di Milano – Jurisprudence
Enrolled in the Register of Professional Journalists (*Publicista*)

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