

Matteo Esposito

Co-Founder at inVRsion

m.esposito@imille.it

Summary

IMILLE deals with integrated B2B and B2C communication with a strategic, technological and creative approach, facing the ever-changing reality which is being proposed and imposed on the markets by both the media and digitalization. IMILLE's field is visual communication (branding, advertising, below the line, etc.), new media design, web marketing and much more. To learn more: <http://www.imille.it> Specialties: Visual communication, brand design, corporate identity. Advertising, below the line. Web 2.0, e-PR, Social Media Optimization Digital design, web design, CMS. Web marketing, non conventional marketing. Webgaming, game design, advergaming (advergames).

Experience

Co-Owner at inVRsion

April 2015 - Present (6 months)

At inVRsion we develop Virtual Reality top level immersive solutions by pushing forward research and forecasting future VR scenarios.

CEO and Owner at Imille

January 2004 - Present (11 years 9 months)

CEO and Owner. New business, Senior Account, Concept & Strategy Design.

1 recommendation available upon request

Owner at MKTweb

January 2000 - Present (15 years 9 months)

Web marketing and new media design consultant.

Consultant at Free Lance

January 1997 - January 2000 (3 years 1 month)

Web and new media consultant.

Subeditor at Xenia Edizioni

January 1995 - June 1998 (3 years 6 months)

Subeditor for the monthly videogame magazine "The Games Machine". Writing videogames previews and reviews. Coolhunter and editor of news columns.

Skills & Expertise

Web Design

Web 2.0

Social Media Marketing

Advertising

Digital Marketing

Online Advertising

Marketing

CMS

Online Marketing

Integrated Marketing

Mobile Applications

Mobile Marketing

Corporate Identity

Web Marketing

Gaming Industry

Web Project Management

Digital Strategy

E-commerce

Virtual Reality

Augmented Reality

Marketing online

Interests

marketing, internet, web2.0, videogame culture, cinema, food & wine

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1 person has recommended Matteo

"Matteo is an entrepreneur always aiming to achieve complete customer satisfaction."

— **Fabio Gandola**, *Web Developer, Imille S.r.l.*, reported to Matteo at imille srl

[Contact Matteo on LinkedIn](#)