

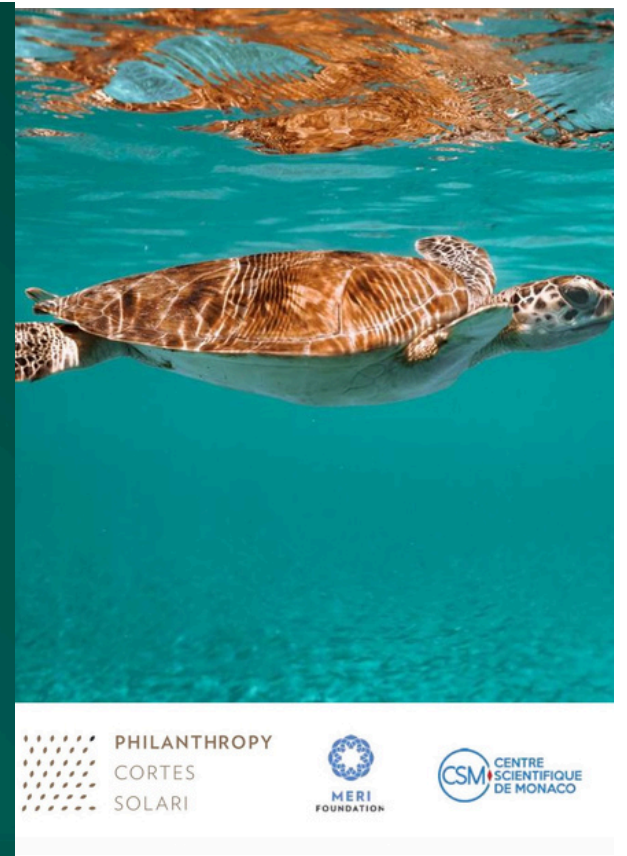
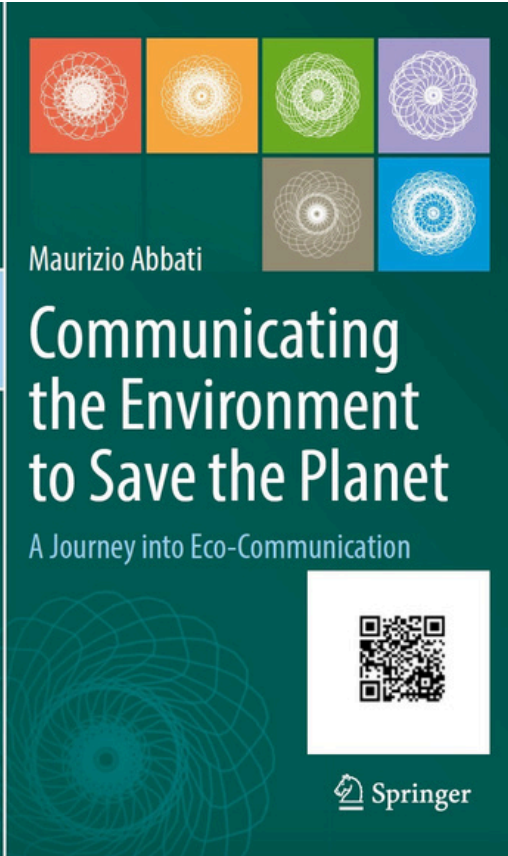


Hello!

This is Maurice Abbati

TURNING STRATEGY INTO STORY AND STORY INTO ACTION!

EXECUTIVE COMMUNICATION & SUBSTANTIAL MARKETING SPECIALIST, SCIENCE-TECHNICAL-CULTURAL WRITER AND MEDIATOR, EVENT MANAGER AND PUBLIC RELATIONS, BUSINESS EU PROJECT MANAGER. AUTHOR, EDITOR AND LECTURER. ESG, CSR, SDGS DEVELOPER AND OCEAN LITERACY INTERPRETER.



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TRUSTED STORYTELLING: "EVIDENCE-BASED MARKETING"

- Building deep trust. Instead of vague marketing jargon, I use reliable sources on information, technical evidence and data to back up value propositions, which is essential for engaging educated and selected audiences.

AUDIENCE EMPATHY: "CONTEXT-AWARE STRATEGY"

- Messages are tailored to the precise needs, worldviews, and pain points of the target audience with the aim to inspire and find solutions. I create content that feels personal and relevant, rather than transactional.

ETHICAL AUTHORITY: "CREDIBLE BRANDING"

- I create a brand identity built on authority and knowledge, without exaggerating or minimising. This is crucial for long-term brand equity and building community trust in the relevant field of expertise or market area.

SIMPLIFICATION, NON BANALISATION: "PRECISION COMMUNICATION"

- I can translate expert knowledge for investors, stakeholders, or the general public, ensuring the core value proposition is quickly understood, avoiding and preventing misinterpretation from any possible noise in the communication process.

ENDORSEMENTS

« I want to support the methods used by Maurizio Abbati, who approaches Sustainability & Environmental Communication with a strategy that is simultaneously clear, precise, comprehensive and practical » **H.S.H. Prince Albert II of Monaco**, President of Prince Albert II of Monaco Foundation.

« Maurice Abbati is a well established and reliable professional, able to interact proactively with different cultural, editorial and scientific environments » **H.E. Cristiano Gallo**, Ambassador at Italian Ministry of Foreign Affairs and International Cooperation.

« Maurice Abbati is a dynamic and reliable professional with a consolidated experience, showing his advanced interpersonal relations and writing skills with excellent multilingual and sociolinguistic mastery in French, English, Italian and Spanish, aiming to implement effective communication plans suitable for a highly professional target audience » **Dr Nathalie Hilmi**, Section Head of Environmental Economics at Centre Scientifique de Monaco.

« I truly think that Maurizio Abbati brings an added value to any company he works with » **Manila Di Giovanni**, Founder & CEO at DWorld.vr, acknowledged 'Forbes Under 30 List'.

« Maurice Abbati is a specialist in intelligent communication » **Cédric Biscay**, Founder & CEO at Shibuya Productions, Monaco.



SPRINGER NATURE Author in English Language for Springer Nature International Publishing.



Visiting Lecturer Expert in Strategic Environmental Communication within the 'Master Management de la Communication d'Entreprise', IAE, Université Côte d'Azur.

Strategic Communication

Risk Management Data Validation Digital Transition Data Mapping Issue Management

Science Writing Mediation Substantial Marketing

ESG CSR SDGs Metrics Reporting ISO GRI Standards Brand Admiration Reputation

BTL B2B B2C Business Growth

Corporate Responsibility Communication Materiality Assessment

COMPANY REPORTING AND STRATEGIC COMMUNICATION SERVICES

FEATURED ARTICLES / INTERVIEWS: From 500 words (about 2 pages) to 1000 words (about 5/6 pages) = €250 € to €1,500.

COMPANY DOSSIER:

- **Basic Package (€380–€400):** Often includes 8 pages, basic graphic design, and 1–2 revisions.
- **Intermediate Package (~€540):** Roughly 12 pages, professional copywriting, and multiple revisions.
- **Premium Package (~€750+)*:** Full custom design, in-depth sector research, copywriting, and high-end formatting.
- **Additional Costs:** Translating the dossier into another language usually costs around €250 per language.

* costs can reach up to approximately €1,000 n the case of technical texts of a legal, scientific, economic nature, etc.

MARKETING CREATIVE CONTENT WRITING:

- **Luxury Creative Booklet:** from approx. €600 to over €2,500**.
- **Website Copywriting:** approx. €150 – €500 per page.
- **Blog Posts (750-1000 words):** approx. €100 – €800+ depending on research required.
- **Email Newsletters/Campaigns:** approx. €85 – €600 per email.
- **Landing Pages:** approx. €300 – €1,000.
- **Social Media Posts:** approx. €50 – €150 per post.

** It depends on design complexity, page count, and printing finishes.

EVENT MEDIA MANAGEMENT & ANIMATION

COMPREHENSIVE FEE: From approx. €2,500 to over €15,000.***

*** It depends on complexity, media and stakeholder network, event length and any other business.

SCIENCE, TECHNICAL, CULTURAL WRITING

FEATURED ARTICLES / INTERVIEWS: From approx. €2,500 to over €20,000.****

**** It depends on complexity to balance high-level accuracy with accessibility, reducing jargon to increase readership, and ensuring consistent, concise content.



EXECUTIVE STRATEGIC COMMUNICATION SPECIALIST (FULL TIME)

COMPREHENSIVE FEE (to be agreed upon by an agreement):

Approx. from € 55,000 to € 65,000 € gross per year and standard benefits.