



AGENDA DEGLI APPUNTI

MOUNTAINEERING
TRAVELING
CYCLING
LIVING



WWW.AGENDADEGLIAPPUNTI.IT

MARCO ANGELETTI

Born in 1976. Sabin by birth "lumbard" by adoption.

Passionate about mountains and bicycles since childhood, I am a multifaceted explorer, a curious person who loves to get involved and learn. I also like to discover innovations, deepen & try them (if I can) and perhaps share their strengths and weaknesses within my community. And this pleasure applies to "things" as well as to routes which I discover while riding my bicycle or walking the mountains at weekends.

The rediscovered love of mountain biking in 2006 literally changed my life and, together with the discovery of the WWW in the late '90s, opened up new perspectives to me. Inspiration, creativity, dedication and attitude to interpersonal relationships have done the rest, giving life to projects and activities with new and unprecedented visions, such as Emissioni Zero Sport Club and "Gravity Zone Demo Tour" and "Dig, Ride, Grill" events.

In pursuing an increasingly conscious philosophy of life, and thanks to some readings, in 2019 I made a radical choice: **to sell my car!** Thus began a new adventure, made up of daily commuting on my bicycle.

Every day, every moment, has also proved to be an excellent opportunity to **explore and fully enjoy that freedom and those "vibrations" that only bicycle, exploration and adventure can give!**

In my spare time I'm:

- Founder and Board member at [IMBA Italy](#);
- content creator for my blog [Agenda Degli Appunti](#);
- content creator for my YouTube channel.

In addition, I am brand ambassador at [Hiplok](#) (a UK company that operates in the field of accessories for bicycle safety and storage) and [Trailforks](#) (trails and routes database in which I also manage contents and community in Italy).

On my blog and on my social channels I talk about sustainability, mountain and bicycle activities, reviews, cuisine, travel... and awareness. My ideal environment to develop new projects and collaborations is made of creativity, strategy and dedication.

SERVICES

- Product Test & Review
- Product Test & Development
- Public Relations
- Copy & Naming
- Project Management
- Bike Tours

CERTIFICATIONS

- English (C1)
- Marketing Strategy
- Mobility Management
- Social Media Management
- Mountain Bike Tour Leader
- Swim Instructor
- IMBA Trail Building School



MARCO ANGELETTI

TESTIMONIALS

"Marco is dynamic, available and determined. We have collaborated for several sporting projects and he confirmed these characteristics and a particular attention to detail regarding communication and marketing."

C. Invernizzi, Head of Insurance and Ancillaries Products Development at 24hAssistance Group

"Marco is always available, mindful to details, thoughtful. Capable not only in his craft he offers, with innovative ideas, many chances to create new businesses also in favor of the environment and the social themes."

C. Gallazzi, Marketing and After Sales Manager at TERRENI-ELSAUTO S.P.A.

"Marco is a dynamic person, highly professional and, not least, in love with his job"

S. Segafredo, Hotelier and e Vice President at Federalberghi Varese

Others are available on [my LinkedIn](#)

EXPERIENCIE

- Web Editor at IMBA Italia
- Editor at [Bicilive.it](#)
- Content editor at Tutto Mountain Bike e 365 Mountain Bike magazines
- Content Editor and newsletter for B.S. Distribution
- Content Creator and Manager to ASD Emissioni Zero
- Garmin Virb Tester

COLLABORATIONS

ON GOING

- Trailforks
- Hiplok
- Tannus Armour Italy
- Cycletyres.com
- Selle Italia (via LDL Cometa)
- Selle Royal Group
- Green Media Lab
- Tucano Urbano

PAST

- Bressan Biciclette Speciali
- Citroën Terreni Elsauro
- Multisport (Sport Insurance)
- Mysticfreeride
- SpiaGames - Outdoor Agency
- Scott Sports Italia
- Vans - Pro Tec
- Bikestyle
- Atheneum Partners
- Red Bull Italy
- Oakley
- GT Bicycles
- FSA - Gravity
- Fiera Milano City
- GoPro Hero
- Chocolat Pubblicità
- B.S. Distribution





BLOG

WWW.AGENDADEGLIAPPUNTI.IT

AGENDA DEGLI APPUNTI

IL BLOG (ALLARGATO) DI MARCO ANGELETTI

Agenda Degli Appunti was born in 2013, while serving abroad.

Far from home, from friends, from my affections and passions, I wanted to create a place, while the days followed one another, to write down experiences, reflections, anecdotes, facts of life, as in a personal very diary.

Once back home and to "ordinary" life, the personal diary evolved into a transversal container made up of studies, travel stories, mountain hikes, bike rides and a large section dedicated to goods tests and reviews, some of which provided by companies and media agencies.

With the request to review goods related to pedal assisted mountain bikes, at the beginning of 2019 the blog enrolled Fabio, a friend who lives the world of outdoor activities sharing the same philosophy, made of respect and conscious exploration.

2020 was then the year of the turning point. A tough year for many, made up of sacrifices, isolation and the impossibility of being able to move around with the usual freedom. But by taking benefit of the ongoing period of our life, we transformed it into a year of productive growth, for us as well as for the blog itself.

We identify 2020 as the year of big changes, new collaborators and, above all, big growth: 160% of visits and visitors!

2021 partly confirming the same trend, giving us an addition 27% grow, pushing the blog over 55,000 visits.

Each published blog post reaches 1800 registered users.

SERVICES

- Product Test & Reviews
- Product Development
- Editorials
- Team Building

CONTRIBUTORS

- Davide Allegri
- Giovanni Martinetti
- Selena Gavioli
- Fabio Paracchini
- Riccardo Cattaneo
- Laura Stoppa



SOME COVERAGE

BLOG

2023's trend



Data curtesy by Semrush.

Other detailed statistics from Google Analytics are available upon request.



2023's trend



5 "Top Content" during 2023

Contenuti	media	Visualizzazioni
1 How to remove straps and visor from FOX Speedframe... 20 giu 2021	1:31 (43,7%)	4.661
2 Test Selle Italia Model X Comfort+ Superflow Provat... 24 dic 2021	1:17 (26,5%)	2.325
3 Speciale Italian Bike Festival 2023 19 set 2023	4:23 (20,3%)	2.024
4 In bicicletta anche quando piove! 19 ott 2023	2:23 (23,8%)	1.940
5 Test Pneumatici Tufo Gravel Thundero, ne è valsa la pe... 2 ago 2022	1:51 (29,9%)	1.518

