



Adam Libonatti-Roche

I help brands improve their social media presence through a creative, informed and achievable approach.

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SKILLS AND ASSETS

Social Media & Content

6+ years of proven excellence creating brand-led social media content for professional clients.

Creator of powerful short-form content, including original video content, for cross-platform use (e.g. adapting Facebook content for Instagram).

Fluent in social metrics; able to plan campaigns around data and create insight reports to share with teams.

Always experimenting with new forms of social content (e.g. podcasts); always at the forefront of new social and content trends.

Software: Hootsuite, Twitter Analytics, Facebook Ads/Insights, Parse.ly, FalconIO, Audiense, Photoshop, Premiere Pro, After Effects, OBS

Marketing

Proven track record of creating successful marketing plans that encompass social, direct mail, UGC, advocacy, etc.

Comfortable adapting writing style for different tones of voice and purpose (e.g. press release VS blog).

10 years of web development experience, providing significant advantages when developing web-app/Messenger bot focused marketing plans.

ESP trained (specifically MailChimp).

People / Project Management

Strong team leader; experience managing both in-house and remote teams.

Practiced at liaising with external stakeholders and sensitive to the nuances of working with high profile clients.

Great interpretive skills; can turn ideas from other team members and self into coordinated strategies.

Excellent communication, both verbally and written.

Extensive experience prioritising multiple deadlines whilst providing equal attention to all brand accounts.

Software: Trello, Slack, Filemaker Pro, Excel, Google Business Suite, Salesforce

WORK EXPERIENCE

1

Senior Social Media Producer / Creative - (January 2016 - Present)

Responsibilities: Developing and executing the social media and content strategies for Progress Wrestling and their upcoming events, both in the UK and abroad. Providing full live event coverage for every Progress Wrestling event. Adhering and adapting brand tone of voice guidelines across all social media channels. Devising new original brand IP's with the co-operation of key business stakeholders.

Achievements:

- Directing, producing and shooting Facebook Live matches, resulting in accelerated page growth.
- Responsible for the conception and production of the first ever VR wrestling experience.
- Planning and executing a social media training workshop for wrestlers at the Progress Wrestling School.
- Established Progress Wrestling's event-day social media as the standard amongst wrestling promotions.



2

Social Media Consultant - Phoenix Management Services (October 2016 - Present)

Responsibilities: Devising and drafting social media strategies for a wide range of clients. Reporting key insights to stakeholders in a digestible manner. Creating original social-led content and editorial for usage across client channels. Helped clients understand their social and web presence on an ad-hoc basis.

Achievements:

- Educating those new to social media on how they can run their accounts without support.

3

Social Media / Marketing Consultant - Loading Bar (January 2017 - Present)

Responsibilities: Working closely with the founder to create social media strategies for events, partnerships and day to day. Creating original social-led content for all channels (Facebook, Instagram, Twitter, Twitch). Developing marketing packages for future publisher partnerships.

Achievements:

- Successfully rebranded all of the social media accounts, which was informed by tweet context research.



4

Senior Social Media Manager - GAME (February 2017 - July 2017)

Responsibilities: Managed the GAME Social Media team across digital and store estate. Created rich media content creation, including video, photo, live and written assets. Created and executed social media strategies for product launches, events, conferences (E3 2017) and trade marketing. Devised, produced and directed live video experiences including studio shows and overseas discussion shows. Reported social media insights to key business stakeholders. Communicating and accommodating Influencers with strategies and at events.

Achievements:

- Creation of an E3 roundtable produced and broadcasted using vision mixing software from LA.
- Responsible for the strategic plan and execution of the Insomnia 60 social coverage.
- Being an integral part of the new content strategy drive at the company.



5

Head of Social - The Drum (February 2016 - February 2017)

Responsibilities: Co-ordinated global social media presence and scalable growth for The Drum and its products. Created innovative and interesting creative for The Drum's products. Oversaw the social media training and proper usage for the marketing, editorial, sales, events and awards teams.

Achievements:

- Led a team of 30+ for the award winning global event Do it Day in 2015 and 2016
- Produced the first Facebook Live event with Gary Vaynerchuk to a live audience



6

Community Manager - The Drum (March 2015 - February 2016)

Responsibilities: Engaging and building The Drum community. Scheduling and creating social media content. Monitoring the social web for possible news stories.

Achievements:

- Increased engagement on The Drum's social media accounts.
- Sourced breaking news stories using social media listening, thus doubling The Drum's total web traffic



7

Social Media Manager - Firebox (August 2014 - January 2015)

Responsibilities: Managed marketing and customer service strategies before, during, and after the Christmas period. Reported insights and social data to senior management. Created original social content showcasing products and company culture.

Achievements:

- Reduced customer service complaints on social media with a pro-active attitude to customer problems.



PAST WORK EXPERIENCE

Film Editor / Podcast Host - The 405 (February 2016 - February 2017)

Owner/Editor-in-Chief - 7BitArcade (May 2011 - December 2013)

Web Developer - Gene Commerce (December 2013 - August 2014)

Web Developer - StrawberrySoup (May 2010 - November 2013)