

CARMINE BUONANNO

Head of Press & Social Media Manager | Sport & Digital

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Content writing & editing · Social media management · Digital marketing strategy · Sports journalism · Editorial workflow management · SEO for sport content

SUMMARY

Media and communication specialist with a strong background in digital sports journalism, team management, and content strategy, certified as a Club Manager and Sports Director by CONI. Experienced in coordinating communications for Italian and international football teams—including Lazio, Juve Stabia, and Nocerina—and skilled at developing, planning, and executing media policies that ensure professional and impactful representation in the media. Adept at working flexibly alongside coaching staff, managers, and communications departments within dynamic and demanding schedules, orchestrating editorial workflows, and supporting professional press relations around major tournaments and matches. Experienced in preparing and leading press conferences, advising coaching staff and players on strategic media and social network use, and cultivating a professional image of the team across media channels. Strong track record in content creation, media management, and cross-functional teamwork, enabling football organizations to build a united and powerful voice in the public arena while aligning with strategic goals and delivering measurable results. Belongs to the protected categories pursuant to Article 1 of Law 68/99.

EXPERIENCE

Social Media Manager

2025 – 2025

ESEI

- Planned and managed social and web editorial calendar independently, creating digital content aligned with ESEI's brand identity
- Analysed performance data and developed improvement strategies on Meta and LinkedIn platforms in smart working mode
- Managed graphic design and publishing tools with end-to-end responsibility and operational autonomy

Freelance Sports Editor

2023 – 2024

Il Pallone Gonfiato

- Wrote and edited articles on the transfer market of Italian and foreign teams, publishing timely content with WordPress
- Produced match reports, player ratings and tactical analyses for Serie A, B, C in real time at the end of matches
- Contributed to a 10% increase in site views through editorial quality and consistency

Freelance Sports Editor

2023 – 2023

Lazionews.eu

- Wrote articles on Lazio's transfer market and produced match reports with timely publication
- Produced player ratings and tactical analyses of Lazio matches using CMS and digital editorial tools
- Independently managed editorial workflow and real-time publishing deadlines

Freelance Sports Editor

2022 – 2023

Footballnews24

- Wrote articles on the transfer market of Italian and foreign teams, covering major national competitions
- Produced match reports, player ratings and tactical analyses for Serie A, B and C with real-time publication
- Used WordPress and Silvy Facility to autonomously manage the editorial flow and publishing deadlines

OTHER EXPERIENCES

Freelance Sports Editor / Administrative Assistant

2015 – 2017

Footballplease

Freelance Sports Editor / Administrative Assistant

2011 – 2012

Il Gazzettino Vesuviano

EDUCATION

Digital Marketing & Communication – Professional Diploma in Digital Marketing, Sponsorship and Communication in Sports	2025 - 2026
Barca Innovation Hub	
Football Scouting – Master in Football Scouting & Networking	2025 - 2026
TSA School of Scouting	
Digital Marketing & Social Media – Master in Digital Marketing and Social Media Management	2025 - 2025
GEMA Business School	
Communication Sciences – Bachelor's Degree in Communication Sciences	2006 - 2011
Università La Sapienza	
Classical Studies – Classical High School Diploma	2001 - 2006
Liceo Classico Tito Lucrezio Caro	

CERTIFICATIONS & COURSES

Training course with national certification Direttore Sportivo EPS CONI	2025
ESEI/LIBERTAS	
Course for Team Manager of men's, five-a-side and women's football teams	2025
Sport e Salute/CONI	
Training course with national certification Club Manager EPS CONI	2025
ESEI/LIBERTAS	
Training course with certification in Social Media Manager	2024
Kirweb/KirAcademy	

LANGUAGES

Italian

Native

English

Intermediate

French

Elementary

Spanish

Elementary

TOOLS & PLATFORMS

CMS & Content Management:

WordPress, Silvy Facility

Social Media & Marketing:

HubSpot, Meta Business Suite

Graphic Design:

Canva

SKILLS

Content writing, Sports copywriting, Content editing, Sports journalism, Tactical match analysis, Editorial workflow management, SEO for sport content, Digital marketing strategy, Social media management, Brand identity development, Performance analysis