



ALESSANDRO PRESTA

WORKING EXPERIENCE

Editorial Assistant

DAZN Group | Ottobre 2021- Oggi

- Editorial planning and content strategy
- Content promotion on platform and on social media
- Live-event management
- Engagement analysis
- Copywriting
- Clip video editing with Adobe Premiere
- Graphic design with Adobe Photoshop
- OTT Platform management with CMS

Editorial Assistant Intern

DAZN Group | April 2021- October 2021

Junior Content Creator

L&V Editrice Srl (Sporteconomy.it) | October 2020- February 2021

- Web content selection and creation
- Writing sport-economy articles
- Press agency editorial work

COURSE OF STUDY

Sport marketing and communication Master

December 2019 - June 2020

60 CFU master's degree in sport communication and marketing.
Carried out at Università IULM, Milan, Italy.

Degree in media, communication and advertising

September 2016 - November 2019

Bachelor degree in media, communication and advertising from
Università IULM, Milan, Italy.

Scientific lyceum diploma

Settembre 2011 - Luglio 2016

Diploma at the Luigi Cremona lyceum, Milan, Italy.

CONTACTS



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ABOUT ME

Currently I'm an editorial assistant. In my job I have to manage everything related to the italian platform of DAZN, one of the biggest sport reality in Italy (and in Europe), that has the rights to broadcast the main championship: the Serie A TIM. It's a dynamic and creative employment, which taught me to work under pressure and respecting deadlines.

During the last years I really improved my communication skills, both in terms of copywriting and graphic design.

I learned how to editorially manage an OTT platform, deciding with my team the content publication plan in order to optimize the performances.

I'm precise but at the same time creative and I always looking for new communication solutions.

LANGUAGE SKILLS

- Italian
- English

IT SKILLS

- Office suit
- Adobe Photoshop
- Adobe Premiere
- CMS
- Power BI
- Application control centre