

Marco Baiocco

Social Media Manager

 17/01/1997

 Milan

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Summary

I am a young passionate social media manager at Mediaset S.p.A, where I get to explore my creativity by creating contents for the main social media platforms. I am always ready for new challenges to continuously improve myself and to learn something new every day. Additionally, I work as a social media manager for a local soccer team, Accademia Settimo, where I put in action my skills and my very strong passion for soccer.

Education

Master in Sport Digital Marketing and Communication

RCS Academy / 2023

Bachelor's degree in Public Relations and Corporate Communication

Iulm / 2017-2023

Skills

- **Canva:** expert
- **CapCut:** expert
- **Prompt ChatGPT:** expert
- **Meta Business Suite:** proficient

Languages

- **Italian:** native
- **English:** proficient
- **Spanish:** proficient

Work experience

Social Media Manager at Mediaset S.p.A

2023 - present | **DriveUP** and **E-Planet**

- Creation, management, and planning of content on the main social media platforms (Instagram, Facebook, Threads) for the tv programs DriveUp and E-Planet
- Customer relationship management for sponsorship activities (Volkswagen, EICMA)
- Content creation in collaboration with automotive brands (Maserati corse, Frangivento, Ares Modena)
- Engagement with talents and program guests, and creation of custom content in collaboration on both their and our social media channels

Social Media Manager at Accademia Settimo

2024 - present

- Creation, management, and planning of content on the main social media platforms (Instagram, TikTok, YouTube)
- Research of new sponsors and creation/management of contents in collaboration
- Engagement with the athletes, staff and the soccer club

Secretary at ANFASS Milano Onlus

2018 - 2022