



Lara Esposito

Marketing &
Communication Specialist

Contact

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Italy

About Me

Sport communication specialist with extensive experience managing social media, PR, events, and digital marketing in high-energy and competitive environments such as motorsport and sport events. Ability to develop engaging strategies, manage international press relations, and coordinate cross-functional teams. Passionate about creating impact through sport storytelling and international fan engagement.

Skills

- Communication & PR Strategy
- Social Media Management
- Event Planning & Management
- Copywriting & Storytelling
- Media Relations & Press Office
- Project Coordination & Teamwork
- Adaptability & Problem-solving

Languages

- Italian: Native
- English: Advanced
- Spanish: Advanced
- Catalan: Basic

Interests

- Sport & Motorsport,
- Travel & Trekking,
- Reading & Writing
- Photography & Music

Education

- **Master in Motorsport Digital Communication**, Experis Academy | 2022–2023
- **Inside LVMH Certificate**, LVMH | 2023
- **Multichannel Communication Specialist Certificate**, Ifoa | 2020–2021
- **Master in Publishing & Communication**, Università degli Studi di Verona | 2018–2019
- **BA Languages & Cultures for Publishing**, Università degli Studi di Verona | 2013–2017
- **Erasmus+**, Universitat de Barcelona | 2015

Experience

Head of Social

2024 - 2025

Rossomotori

- Leading editorial strategy and daily management of motorsport channels.
- Coordinating content team and ensuring brand consistency.
- Managing PR activities and international media contacts.

Marketing & Communication Specialist

2023 - 2024

Moto Parilla

- Managed PR and press office activities for the e-mobility brand.
- Developed digital and social media campaigns.
- Organized trade events and managed key client relationships and partnerships.

Account Executive

2021 - 2023

Oryoki

- Managed client campaigns and project operations.
- Led social media management and event logistics.
- Acted as press officer for brand partnerships.

Sport Events Manager & Marketing Specialist

2020 - 2021

Idest - IdChronos

- Coordinated sport events and marketing campaigns.
- Supervised logistics and team coordination.
- Managed press relations and stakeholder engagement.

Account Executive

2018 - 2020

Soolid

- Oversaw marketing and PR projects for clients.
- Managed digital campaigns and events.
- Built strong media and agency relationships.