



Giada Bruno

Sports Communication | Digital Content Specialist | Journalist

Contacts

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Profile

Sports journalist and Communication Professional with a degree in Communication (Journalism, Public Relations, and Digital Media). Experienced in press office management, digital storytelling and event coverage. Skilled at creating impactful content across multiple platforms, combining editorial accuracy with creativity. Passionate about football and international sports events. I firmly believe in unity, respect and inclusivity. For me, sport is more than competition: it is a way to connect people, inspire growth and promote fairness both on and off the field.

Skills

- Press office management and media relations
- Editorial writing and press release drafting
- Event planning and sports event management
- Public speaking, event moderation and broadcasting
- Digital communication and brand identity management
- Social media strategy and content creation
- Reputation management and crisis communication
- Sports journalism and storytelling
- Football technical analysis and commentary
- Video production and editing
- SEO and web writing
- Strong knowledge of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Soft Skills

- Effective communication and sports storytelling
- Teamwork and cross-functional collaboration
- Stress management and ability to meet tight deadlines
- Quick problem-solving in dynamic contexts
- Creativity and strategic vision
- Adaptability in high-pressure environments
- Networking within the sports and media industry

Languages

- Italian – Native
- English – Upper-Intermediate (B2), IELTS Academic with Band 7 in Writing. Completed Edusogno C1 course.

Education

Bachelor's Degree in Communication, Marketing and Digital Media

LUMSA University, Rome

2022–2025

Bachelor's Degree in Communication, Marketing and Digital Media, with a specialization in Journalism, Public Relations and Digital Media

Professional Experience

Press Officer – Castrovillari Calcio (Eccellenza)

Sept 2024 – Nov 2024

- Coordinated press office activities, including press releases, match reports and media relations.
- Managed communication flow between club, journalists, players and fans, ensuring consistency across all channels.
- Developed digital content and social media strategy to enhance club visibility and brand image.
- Oversaw match-day communication and press area management, liaising with local media.
- Strengthened public relations, building trust and professional engagement.
- Ensured compliance with communication standards under tight deadlines in a dynamic football environment.

Sports Editor and Journalist – Kontatto Radio

Feb 2024 – May 2025

- Co-hosted live programs and sports talk shows.
- Conducted interviews with athletes, coaches and sports professionals.
- Strengthened on-air communication and improvisation skills.

Sports Editor and Journalist – AllMilan (Milan-based online outlet)

Jan 2023 – Jan 2024

- Produced news articles, match analyses and exclusive interviews.
- Reported on Serie A and European competitions.
- Built expertise in football journalism and editorial workflows.

Staff Writer – Radio Rossonera (Milan-based media)

Apr 2022 – Sept 2022

- Created content on AC Milan, covering news, transfers and tactical insights.
- Collaborated with editorial team for multimedia storytelling.
- Gained experience in a leading digital sports community.

Sports Journalist and Communications Specialist – Freelance

2022 – Present

- Cover football and artistic gymnastics with articles, interviews and live reporting.
- Manage digital storytelling and multimedia formats, reaching an active community of 24k+ followers.
- Provide technical analysis and accessible commentary, combining professional journalism with digital media strategies.
- Develop media relations, event coverage and cross-platform communication in line with institutional standards.

TV Host – Salotto Dilettanti (GS8 Channel, Lazio & Calabria)

Mar 2025

- Presented and conducted a regional football program focused on amateur leagues.
- Enhanced on-camera communication, live presenting and audience engagement.
- Collaborated with production team to ensure smooth program flow and professional coverage.

Presenter, Narrator & Concept Creator – Dance Performance “Ballando sul mondo”

Jul 2025

- Conceived, structured and narrated a full theatrical dance performance.
- Managed live stage presentation and coordinated event flow.
- Strengthened public speaking, event management and creative storytelling skills.

Additional Achievements & Professional Memberships

• SICS – Match Analysis Course (October 2025)

Attended the internationally recognized course in football tactical and statistical analysis, focused on professional software and observation methodologies. Final exam pending.

• Registered Publicist Journalist – Italian Order of Journalists (since July 2025)

• CONI Calabria – Best Athlete of the Year 2018 Award

Recognition awarded by the Italian National Olympic Committee (Calabria Section) for sporting excellence and career achievements as a competitive gymnast.

• FIG – Gymnastics Judge (Level I, 2018)

Certification obtained as a gymnastics judge, demonstrating technical knowledge and evaluation skills in artistic gymnastics.

Other

Book in progress – “Luce” (Giacovelli Editore, expected Apr 2026)

Debut novel combining creative storytelling and journalistic sensibility, aimed at young adult readers.