

# Matteo Trevisani

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## EXPERIENCE

### Samba Digital

*Head of Americas*

*Head of International Content Strategy*

*Miami, Florida, USA*

**Jan 2023 - Present**

**Jan 2022 – Dec 2022**

- Led a team of six direct reports and 55 indirect reports across creative, PR and social media departments
- Spearheaded the creation of Força Creative Studio generating \$500k revenue in first the five months
- Oversaw the global and local digital growth strategies for 30+ clients including 8 Premier League clubs, Ligue 1, Serie A, PSG, MLS, US Open, Kansas City Chiefs, World Rugby amongst others
- Achieved 100% renewal rate for accounts and clients in the Americas
- Responsible for building cross-functional, multi-cultural and disciplined organization from scratch to grow Samba Digital in the Americas with direct report to CEO and board
- Creation of several go-to-market digital products and strategies to support Samba's commercial objectives

### Concacaf

*Digital Content Associate*

*Web and Digital Specialist*

*Miami, Florida, USA*

**Jan 2019 – Jan 2022**

**Feb 2018 - Jan 2019**

- Served as main point of contact to manage content and digital partnerships for the entire Confederation
- Led the entire digital strategy and campaign for four Concacaf Champions Leagues and two Gold Cups obtaining a growth of over 120% across all channels with a 64% growth in impressions and 81% video views across the board in four years
- Responsible for creating and leading RFP process for the Confederation's first-ever Digital Agency of Record
- Created, planned and fulfilled digital strategies for all of the Confederation's web, app, social media channels and competitions for 4,000+ matches
- Responsible for creating monetization solutions driving new sources of revenue for the Confederation and its partners
- Collaborated across brand, marketing, sales and broadcast department to find synergies to ensure alignment of company-wide goals and objectives

### United Soccer Leagues (USL)

*Integration and Activation Manager*

*Social Media Coordinator*

*Tampa, Florida, USA*

**Jun 2017 – Feb 2018**

**Jan 2017 – Jun 2017**

- Successfully helped launch five new USL clubs by facilitating information, manuals and best practices to club owners and C-level executives
- Integrate new partners to USL supporting the Preferred Supplier Program, responsible for generating \$1.2M in the first year
- Created club specific roadmaps by identifying key pain points and removing barriers through problem solving
- Serviced United Soccer League and its clubs as a main point of contact within the league for all digital matters
- Community Manager covering all 300+ matches and 20+ clubs for 2017 USL season

### Fort Lauderdale Strikers

*Ticket Operations Manager*

*Marketing & Promotions Manager*

*Ft. Lauderdale, Florida, USA*

**Jan 2016 – Dec 2016**

**Feb 2015 – Jan 2016**

### Tampa Bay Rowdies

*Public Relations and Communications Assistant*

*Intern*

*Tampa, Florida, USA*

**Jan 2014 – Dec 2014**

**Aug 2012 – Dec 2013**

## **EDUCATION**

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**Sport Business Institute Barcelona**  
*Digital Transformation in Sport*

**Feb 2020**  
*Barcelona, Spain*

**University of Tampa**  
*Bachelors of Science in Sport Management and Business Administration*

**Aug 2011 – Dec 2014**  
*Miami, Florida*

## **SKILLS**

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- **Languages :** English (Native), Spanish (Native), Portuguese (Native)
- **Expertise:** Strategic Planning, Monetization, Creative, Content Strategy, Content Production, Account Management, Budgeting, Customer Service, Management and Leadership

## **REFERENCES**

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**Heidi Pellerano**  
Chief Commercial Officer at Concacaf  
[heidi.pellerano@concacaf.org](mailto:heidi.pellerano@concacaf.org)

**Nicolás Castillo**  
Head of Soccer Operations at Tampa Bay Rowdies  
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