



ANDREA ROSSI

SOCIAL MEDIA STRATEGY
COMMUNICATION

SKILLS

- Creativity
- Teamwork
- Microsoft 365 suite
- Adobe suite (Photoshop, Premiere Pro)
- Social Media Paid Campaign

LANGUAGES

Italian: native
English: fluent
Spanish: basic

HOW TO CONTACT ME

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PROFESSIONAL EXPERIENCES

Social Media Manager - DAZN Limited
september 2022-

Planning and management of activities in all social strategies, development of brand awareness and social media strategy.

Analysis and measurement of results and reporting to improve performance.

Responsibility on SEO optimization, research evalutazione the latest trends and techniques to find new and better methods of working.

Management of a team of 10 freelancers committed in day by day operation on social pages.

Social Media Manager - House of Talent, One Day
may 2022-september 2022

Management of House Of Talent social pages. Conception and writing of influencer marketing projects and campaigns by developing relationships with national and international clients. Consulting on personal profiles of the agency's talents.

Content Specialist - Dentsu x Sky Sport
may 2021-may 2022

Sky Sports social pages management. Organization of marketing actions with national clients and development design and creation of new applications to increase engagement of @SkySport, @SkySportF1, @SkySportMotoGP, @SkySportNBA pages on social.

Day by day publishing on the various pages.

Author-Editor GPOne.com
april 2019-may 2021

Drafting of articles for the website GPOne.com. Social team management. Field experiences at WorldSBK circuits, interviews with MotoGP protagonists.

Project Manager Assistant (Intern) - Sky Sport
march 2018-september 2018

Daily checking and planning activities for articles regarding motor world events. Communication with the editorial team from which I received day by day material to be entered into the CMS/EAM systems. Working alongside the PMO of Sky Sport Motori regarding the management of planning and reporting activities.