



# Lorenzo Palenzona

Sport Digital Communications Specialist at Atalanta B.C.

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## Employment

**Sport Digital Communications Specialist** Aug 2024 – Present

Atalanta B.C., Zingonia

New responsibilities in addition to previously undertaken tasks:

Social Media Manager – LinkedIn Profile, Atalanta BC

Objectives achieved from January 1, 2024 (data updated as of December 2025):

- Total impressions: +3.35M;
- Total interactions: 61,000;
- Followers gained: 14,800;
- Posts published: 472

Creation of editorial content in both Italian and English for the 2024/25 and 2025/26 season;

Direction and management of pre-match video interviews for Atalanta U23s (for full portfolio refer to LinkedIn profile);

Supervision and coordination of the content workflow published on Atalanta BC's Chinese website.

**Media & Communications Intern** Feb 2023 – Aug 2024

Atalanta B.C., Zingonia, Bergamo, Italy

Key Responsibilities during my extracurricular internship in the Media and Communications Department at Atalanta B.C.:

- Translating and managing daily news updates in English, published on the official Atalanta B.C. website and its weekly online magazine;
- Translating and curating English-language content shared across the official Atalanta B.C. social media channels;
- Translating and editing post-match interviews and media content featured on Atalanta B.C.'s official YouTube channel;
- Overseeing and curating content for Atalanta B.C.'s official LinkedIn profile;
- Development of editorial content in both Italian and English, including advertorials.

## Personal details

Date of birth  
August 15, 1998

LinkedIn  
linkedin.com/in/lorenzo-palenzona

## Languages

English

Italian

Spanish

## Education

**MBA – Master's Degree In Sports Management, Administration/Management of Sports Clubs and Organizations**

Escuela Universitaria Real  
Madrid Universidad Europea  
Oct 2021 – Jul 2022

**Bachelor's Degree in Economics and Management for Arts, Heritage and Performing Arts, Economics**

Università Cattolica del Sacro Cuore  
Sep 2017 – Sep 2020

## Certificates

**Certificate In Advanced English**  
Mar 2021

I consent to the processing of my personal data for the purpose of recruitment for the position to which I am applying.

## Marketing & Hospitality Intern

Jun 2021 – Aug 2021

Udinese Calcio, Udine, Friuli-Venezia Giulia, Italia

Key activities undertaken during my two-month internship in the Marketing and Hospitality departments at Udinese Calcio included:

- Overseeing the reorganization of contracts with suppliers and sponsors;
- Restructuring seating arrangements and allocations for the Udinese Club House in full compliance with Anti-Covid 19 regulations;
- Managing the organizational and logistical coordination for the production of three promotional videos, published on Udinese Calcio's official Weibo and Douyin accounts;
- Coordinating the logistical aspects of promotional video productions linked to Dacia's rebranding campaign;
- Supervising the organization and logistics for the creation of promotional content for the unveiling of the 2021/22 Udinese Calcio "Away Kit";
- Organizing promotional photo shoots for the launch of the "Technical Line" merchandise for the 2021/2022 season;
- Managing the coordination and selection of personnel for catering services.

## Intern

Jul 2019 – Aug 2019

Les Bas srl, Novi Ligure, Piemonte, Italia

Main tasks carried out during my one-month internship:

- Support to the management of correspondence and relations with both national and international customers and suppliers,
- Translation of commercial contracts

## AI in Sports: The Approach of a Club

Aug 2025

## Sports Marketing: The Technological Formula

Dec 2025