

Martina Petraglia

Marketing and communication in sports



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About Me

I spearhead innovative projects and create compelling content tailored for sports promotion and communication, leveraging my expertise in fostering relationships, orchestrating communication flows, and providing exceptional hospitality during high-profile sports events. With a specialization in marketing and digital communication, I adeptly navigate and influence the digital landscape to amplify brand presence and engage audiences.

Technical Skills



Skills

- Speaker at institutional events
- Organizational skills
- Excellent management of team activities
- Excellent adaptability to external contexts

Languages

Italian - Native or Bilingual Proficiency

English -Professional Proficiency

Education

- **Master's Degree in Marketing and Digital Comms**
University of Rome LUMSA 2020 - 2022
Top Grade - 110L
- **Course - Sporting Events**
24ORE Business school 2021
- **Bachelor's. Degree in Scienze della Comunicazione e Marketing**
University of Rome LUMSA 2016 - 2019
Grade - 100/110

Experience

- **Sports Events Development Dept.**
Fiamme Gialle - Military sports corps 10/2022 - Present
 - Speaker and moderator during events
 - Management and organization of on-site installations
 - Definition and organization of stands
- **Social Media Manager**
Italian rugby captain Michele Lamaro 12/2022 - Present
 - Competitive analysis and develop. of a communication strategy
 - Social management and monitoring
 - Editing and creation of written and graphic content
 - Management of advertisements and campaigns
- **Sports Activities Development Dept. - Press Office**
Fiamme Gialle - Military sports corps 2021 - 2022
 - Relationship Management with Media and Athletes
 - Hospitality during representative events
 - Support to the organization of sports events (press management, content creation)
- **Digital Marketing**
IET Srl - IT Consulting Boutique 2022
- **Marketing Internship**
CONI- Italian National Olympic Committee 2019
- **Professional Fencing Athlete**
Italian National Fencing Team 2011 - 2021

Collaboration

- **Visual Content Development for the CFD** 2010
 - Multimedia content realization for the Italian Formula18 class sailing championship
 - Press release management
- **Social Media Startup - Mamma Cult** 2016
 - Management of social media pages (Instagram and Facebook)