



LORENZO GALLETTI

09/04/1991

Italian

PROFILE

I am a curious, proactive and ambitious person.

My aspiration has always been to work in the sport industry where I can apply my knowledge and skills for continuous improvement.

I'm looking for a position in the field of Digital media, marketing or brand communications.

CONTACTS



+39 3334866028



lorenzogalletti1991@gmail.com



[Lorenzo Galletti](#)



EXPERIENCE



Digital Marketing Director ([Parma Calcio](#))

09/2021- PRESENT

Main Activities

- Managing and defining the development of the club's digital area
- Club's digital editorial strategy
- Development of the club's digital ecosystem (Website and App)
- Strategy and definition of original content produced for club or third-party channels
- Management and supervision of 10 people: 2 designers, 3 SMM, 1 Web Editor, 2 videomakers, 3 photographers
- Shooting organization and supervision
- Reporting activities and definition of KPI's in the digital area
- Identification and exploration of new trends/technologies
- Parma Esports project owner

KPI'S

- **Social Fan Base:** 2.5M
- **Social Content Production:** > 1k content produced per month
- **Impressions:** 230 M Season 23/24
- **Video Views:** 140 M Season 23/24
- **Tik Tok:** +1.3M followers (6th club in Italy)
- **ITA Social Rankings:** Top 4 Club per Video Views
- **Esports:** biggest gaming community in Italy for a football club



AC Milan Media House Content Manager ([AC Milan](#) (via IDNTT))

01/2021- 08/2022

Main Activities

- Strategy and definition of original content produced for club or third-party channels
- Coordination and supervision of Media House resources: videomakers and art directors (6 people)
- Shooting organization and supervision
- Content and channels KPIs monitoring
- Management and supervision of the creative agency
- Identification and exploration of new trends/technologies

Main Projects

- [Derby '20/'21](#) : creative concept, content production, PR activity
- [Back Home Celebration:](#) creative concept, content production, editorial distribution
- [New Player Unlocked](#) : creative concept and content production
- [UCL Campaign '21/'22:](#) creative concept, content production (more than 140 content published), editorial distribution
- [ACM 122:](#) creative concept, content production, PR activity



Senior Account Executive

([We Are Social](#))

02/2018 -
12/2020

Main Activities

- Management of clients day by day activities
- Organization and coordination of events
- Shooting organization and supervision
- Customer KPIs reporting and monitoring
- Development and planning of creative/editorial campaigns relevant to customer briefs



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EXPERIENCE

we
are
social

Main Clients/Projects



[adidas](#)

- [Tango League](#) : creative concept, content production, event organization (4 events in one year)
- [Be the stripes](#) : creative concept, content production, editorial distribution, PR activity



[Juventus FC](#)

- [Level up your Xmas](#) : creative concept, content production, game development, editorial distribution
- [MY7H](#) : creative concept, content production, editorial distribution



[Ferrari](#)

- [Units GT & Races](#) : editorial and creative strategy, media strategy, editorial activity, content production
- [SF 90 Spider & Portofino M launches](#) : creative concept, content production, editorial distribution



[Lega Serie A](#)

- [On going](#): editorial and creative strategy, editorial activity, content production
- [Internationalisation strategy](#): opening of new accounts TW/FB (ENG, ARA, ESP)



[Pirelli](#)

- [Brand/Car/Moto/Cycling](#): editorial and creative strategy, editorial activity, content production



[Oakley](#)

- [Oakley Cycling Tour](#) : creative concept, content production



07/2017 - 01/2018

Sky Racing Team VR46 (Internship) [Sky Italia srl](#)



Providing the future

03/2017 - 07/2017

Rimini Wellness (Internship) [Italian Exhibition Group s.p.a.](#)



EDUCATION

[Master's Degree in Sport Business Management](#)



2015

[Bachelor Degree in Political Science: Communication, Media and Journalism](#)



MAIN SKILLS

- Project Management
- Content Strategy
- Content Production
- Social Media Strategy
- People Management
- Digital Marketing
- Brand Strategy
- Esports
- Italian: native speaker
- English: professional proficiency