



INFO

- Born in Latina (IT) on 23 Jan 1986
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ABOUT ME

My name is Gabriele Pennacchio. I have graduated in Pharmacy at the University of Siena. For over 15 years I have worked as content creator in different situations. I have collaborated with multinational companies and have been a part of different international activities. My greatest passions are soccer, music and sneakers.

SKILLS

- Excellent knowledge of English, with the ability to speak, read and write fluently.
- Understanding of customer needs.
- Disposition for the development of sports, scientific and artistic material.
- Application of editing and post programming tools.
- Competent in the digital field with predisposition to work either alone as in a team.
- Excellent computer skills for the use of softwares such as: Photoshop, Word, Excel, Dreamweaver, Html, Blogger, Wordpress, Ftp, iMovie, CapCut.
- Strong use of social media: Instagram, Facebook, LinkedIn, X, TikTok, Threads YouTube.
- Ability to identify strategies for the growth of a given project.
- Effective working under pressure.
- Ability to work in a team giving maximum attention to the details.
- Equipped with car, scooter and a B driving license.

GABRIELE PENNACCHIO

SOCIAL MEDIA MANAGER, MARKETING MANAGER, CONTENT CREATOR

CURRENT WORK EXPERIENCE

- LeoVegas.News** ● Social Media Manager. Collaboration with creators and development of social communication strategy with **FC Inter** for the victory of the 20th Italian Championship and with **Atalanta BC** for the victory of the UEFA Europa League. Other clubs I worked with: Como 1907, Venezia FC, Catania FC, US Salernitana.
2024 - now
- Surfasport** ● Founder, social media manager and creator of initiatives, contents, collaborations and viral strategies. Instagram: **+69.000** followers (+23.000 posts & +50.000.000 likes)
2018 - now
- Surfablog.com** ● Founder and creator of posts, copies and contents **+25.000** posts & 10.000.000 visits
2008 - now

PREVIOUS WORK EXPERIENCE

- Goalden Point** ● Founder and host of the first podcast dedicated to Football and Padel, for a total of 11 episodes and 23 guests
2023 - 2024
- LIVENow** ● Creator of contents, marketing strategies and editorial plans for @livenowitalia and @livenow.fitness.it
2021 - 2021
- Gazzetta.It** ● Host and founder of "Curiosity" format For La Gazzetta dello Sport for a total of 45 episodes published weekly, on gazzetta.it
2015 - 2017
- Casio G-Shock** ● Creator of "The Social Project" The first Casio G-Schok created through social networks
2015 - 2017
- Red Bull** ● Creator of 630 posts for redbull.com For a total of 3 articles per week
2013 - 2017

COLLABORATIONS

- Various projects** ●
2008 - now



EDUCATION

- Certification** ● Profession of pharmacist
2016 At the "Federico II" University of Naples
- Degree** ● Pharmacy
2016 At the University of Siena
- Diploma** ● Classical high school
2006 At the "Liceo Classico Dante Alighieri" of Latina