

# Matteo Masi

Content Strategist &  
Social Media Manager

Thrilled by the art of creating powerful connections  
between brands and their communities through an  
innovative style of communication.



CONTACT ME



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masi.matteo.2000@gmail.com

# Matteo Masi

Curriculum vitae

BsC in  
Management & Marketing\*

@UniBO

2.5 Years of experience in Content Strategy  
and Social Media Managing

@NOVOEsports

Italian native speaker, C1 in English

\*4 MINOR EXAMS MISSING DUE TO THE START OF MY WORKING CAREER

Starting from the ground to leading the Social and Marketing department in NOVO Esports, I managed to achieve over 30.000.000 impressions and collected 35.000+ new followers.

Through a dynamic and fresh communication, I've been able to charm and connect NOVO Esports' community - positioning the team on top of the Italian scene and conquering international consideration.



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# NOVO E S P O R T S



Managed **2500+** pieces of content across different channels  
(Instagram, TikTok, X, YouTube, Twitch and LinkedIn)



Managed the communications of **9 competitive Esports teams**

Managed the Creative and Marketing department (3+ people)



YEARS 2024 - 2025

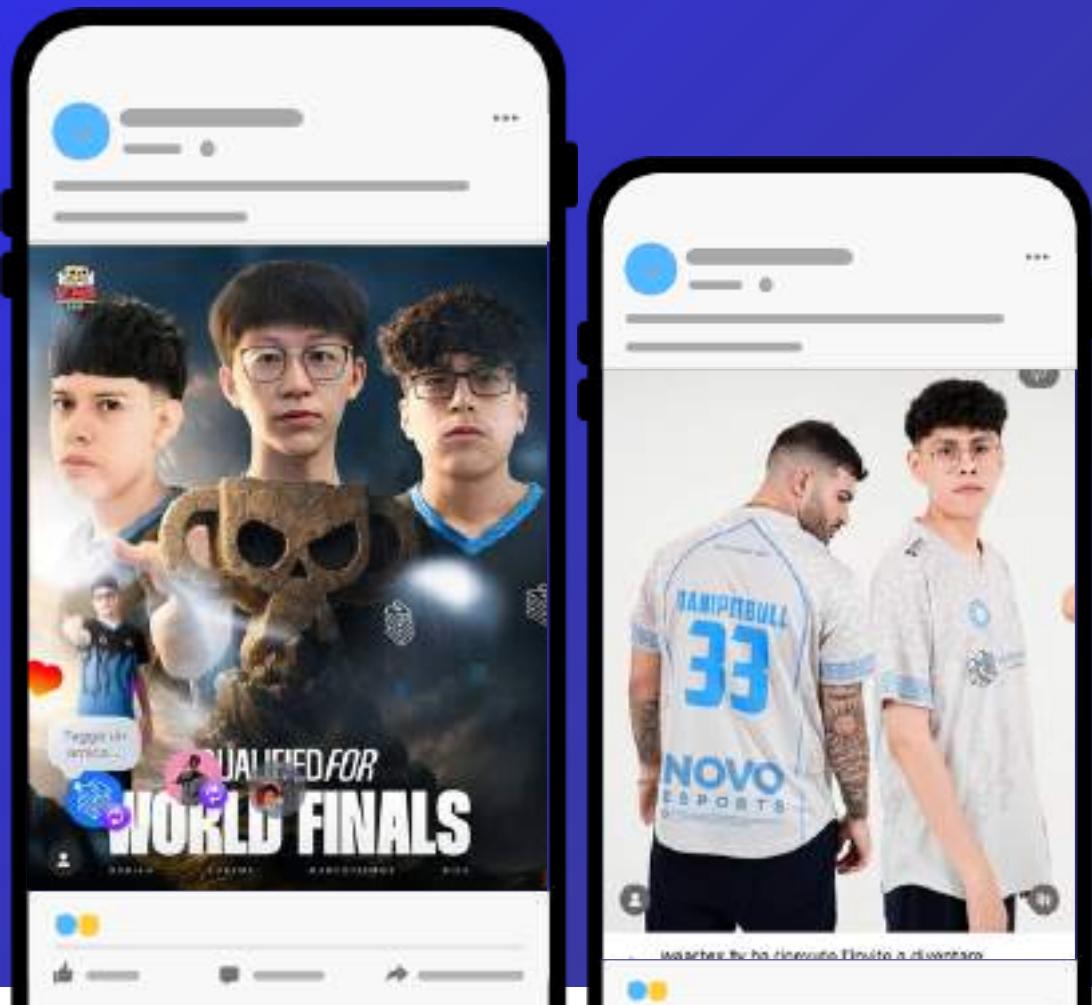


35.000+ followers gained

30.000.000+ Impressions

Worked with 20+ talents  
(POW3R, DaniPitbull33, Marino\_Ski..)

Experience in videogames such as  
Valorant, Rocket League,  
EA FC, Brawl Stars, Pokémon VGC



YEARS 2024 - 2025



## LETSGOSKI CAMPAIGN

5.000.000+ Views



10.000.000+ Impressions

65.000€+ in organic\* sales

10+ contents published



YEARS 2024 - 2025

\*mostly

# BRANDS I HAVE WORKED WITH

ESPORTS  
WORLD CUP

OCTOPUS

NEW  
EMR

PREDATOR

NOVO  
ESPORTS



COMICON



RIOT VALORANT.  
GAMES

FORTNITE

EPIC  
GAMES

TORINO  
COMICS

Saudi  
Welcome  
to Arabia

American  
Graffiti

# SERVICES



**CONTENT STRATEGY**

**DATA ANALYTICS**



**SOCIAL MEDIA  
MANAGER**

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