



# 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

1/2



### 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

2/2

**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](#)



03/2017 - 07/2017

### **Rimini Wellness (Internship)**

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



## EDUCATION



2017

### Master's Degree in Sport Business Management

**Educational areas:** Management of Events and Sports Facilities; Management and Business Administration of the Sport Industry; Strategic Analysis and Corporate Marketing of the Sport Industry; Sport, Events, Tourism and Destination Management; Management and Business Administration of the Sport System; Sport Marketing; Media Relation, Communication and New Media in the Sport System.



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