

# Benedetta Gaggiottini



## PROFESSIONAL EXPERIENCES

### FC INTERNAZIONALE MILANO

#### SOCIAL CONTENT CREATOR | AUGUST 2023 - PRESENT

Management of the Club's social media channels.

Conception, creation, and publication of platform-specific content, focusing on:

- Key moments in the sporting life (training sessions, matches, away games, celebrations)
- Partners (partner launches, challenges, event coverage)
- Marketing activities (influencers, fan club, academy, retail product launches)
- Definition of the communication strategy and editorial plan for the pre-season, Serie A, Coppa Italia, and UEFA Champions League, with a focus on video content.

### ALKEMY | ENABLING EVOLUTION

#### SOCIAL MEDIA MANAGER | MARCH 2023 - AUGUST 2023

Management of Inter's social media channels with a focus on content creation and posting, particularly on TikTok. Monitoring social media trends and analyzing channel performance and user sentiment.

### FC INTERNAZIONALE MILANO

#### INTERNSHIP AT INTER MEDIA HOUSE | 2022-2023

Content ideation and creation for social media channels and TV newsroom. Monitoring, distribution, and posting of content. Definition of digital strategies and editorial publishing plan. Live event coverage on social media channels.

### LEGA ITALIANA CALCIO PROFESSIONISTICO

#### INTERNSHIP AT COMMUNICATION OFFICE | 2021

Activities within the communication office, focusing on both digital and traditional communication. Management of internal and external relationships, particularly in the area of social responsibility.

### DUKES BASKET SANSEPOLCRO

#### COMMUNICATION SPECIALIST | 2018-2022

Coordination of communication for the amateur basketball team and the youth sector:

- managing Facebook and Instagram social channels, and maintaining relations with local newspapers and TV stations;
- creation, development, and maintenance of the website, as well as multimedia content such as flyers, posters, and promotional and celebratory videos

## EDUCATION AND TRAINING

### UNIVERSITÀ CATTOLICA DEL SACRO CUORE, MILAN

Postgraduate Specialization in Sports Communication | 2020 - 2022

### THE ALMA MATER STUDIORUM - UNIVERSITY OF BOLOGNA

Bachelor's Degree in Communication Sciences | 2017 - 2020  
Grade: 109/110

## HOBBIES AND INTERESTS

- Played basketball competitively up to Serie C Umbra level.
- Passionate about sports, particularly soccer and basketball.
- Interest in cinema and television series.
- Volunteer experience as a group leader at summer camps and after-school tutor in social reintegration programs.

## PERSONAL INFORMATION

Country: Italy

Date of birth: 26/08/1998

## CONTACT INFORMATION

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## SOCIAL MEDIA PROFILES

Facebook: Benedetta Gaggiottini

Instagram: @benegaggio

Linkedin: Benedetta Gaggiottini

TikTok: @benegaggio

## SOCIAL MEDIA KNOWLEDGE

### ADVANCED KNOWLEDGE:

- Instagram
- TikTok
- Facebook
- Threads
- X
- LinkedIn
- Snapchat
- Youtube

## CONTENT CREATION TOOLS

### ADVANCED KNOWLEDGE:

- Capcut
- Canva
- Microsoft Office Suite
- Wondershare Filmora X

### BASIC KNOWLEDGE

- Adobe Photoshop
- Adobe After Effects
- Wordpress

## LANGUAGE SKILLS

- Italian - Madrelingua
- English - First Certificate B2 (2017)
- French - Delf B2 (2017)
- German - Goethe-Zertifikat B1 (2016)

## COMMUNICATION SKILLS

- Public speaking, both in-person and via electronic media
- Excellent presentation and negotiation skills
- Empathic listener and persuasive speaker
- Enjoy working as a team member as well as independently
- Dynamic, results-oriented problem solver