



ILARIA CONSONNI

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EDUCATION

Master in Communication & Sports Journalism

Escuela Universitaria Real Madrid - Universidad Europea | Madrid, Spain
October 2023 - July 2024

Bachelor's Degree in Communication, Media and Advertising

Università IULM | Milan, Italy
September 2019 - November 2022

Degree in Foreign Languages

Istituto Istruzione Superiore Carlo Emilio Gadda | Paderno Dugnano, Italy
September 2013 - July 2019

LANGUAGES

Italian native

English fluent

Spanish fluent

German intermediate

Portuguese beginner

PERSONAL INFORMATION

Date of birth 01/24/1999

Nationality: Italian

Home: Via Leone Tolstoj, 34
Limbiate (Monza e Brianza)
20812, Italy

WORK EXPERIENCE

○ September 2024 - January 2025
Socios.com | Madrid, Spain

Global Social Media Marketing Manager

- Ideation, creative direction and supervision of the production of digital media content and campaigns of Socios.com and its partner football clubs: Manchester City FC, AC Milan, Juventus FC, Club Atlético de Madrid, FC Internazionale Milano, among the others
- Generate original and innovative ideas to develop a marketing strategy that aligns with the brand's goals, values, message and market positioning
- Lead football brand activations across digital media channels
- Coordination of athletes, influencers and actors during the production of digital media content and campaigns
- Host of Socios.com's digital creative content
- Management of the brand's social media pages and community

○ January 2024 - September 2024
Real Madrid C.F. | Madrid, Spain

Creative & Communications Specialist

- Lead creative direction and oversee production of media content, projects and campaigns for Real Madrid C.F.
- Develop innovative ideas aligned with the club's goals, values and market positioning
- Collaborate with the creative team and partners to ensure a unified creative vision
- Coordinate footballers and influencers during media content production and events
- Manage communications with journalists, media and VIPs at press conferences and special events
- Plan and supervise digital media content and photoshoots
- Management of the first team's Instagram, X, TikTok, Facebook, LinkedIn, WhatsApp, YouTube and Snapchat pages
- Ensure Real Madrid C.F.'s image aligns with the brand values through content, campaigns and events

DIGITAL SKILLS

Social Media	SM Analytics Tools
Microsoft Office	Canva
SEO & SEM	Adobe Creative Cloud

SOFT SKILLS

Organization	Creativity
Problem solving	Teamwork
Team leadership	Critical thinking

○ December 2022 - November 2023

Barberino's | Milan, Italy

Brand Manager

- Development of brand awareness, consideration and conversion through targeted marketing strategies
- Maintain and enhance the brand image across social media profiles and on the marketplace
- In charge of the organization of the activities related to Claudio Marchisio, Brand Ambassador of Barberino's
- Establish and build relationships with VIPs, influencers and content creators to boost brand visibility
- Management of the Instagram, Facebook, LinkedIn and TikTok pages of Barberino's
- Ideation and direction of original content for social media profiles
- Lead brand activations and campaigns across SM and OOH
- Planning and attending events for the brand, including co-branded initiatives with partner companies
- Constant communication with the press, ensuring media coverage
- Research and activation of B2B partnerships and co-marketing

○ September 2022 - November 2023

A.S.C. Makom | Seveso, Italy

Social Media Manager

- Management of the Instagram page of the A.S.C. Makom women's football team
- Copywriting
- Ideation and creation of original content for the Instagram page
- Development of the brand awareness
- Managing the community on Instagram
- Care for the brand image through Instagram