

LUCA MOI

Born in Milan on 4/6/1995

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PROFESSIONAL SUMMARY

Results-driven Brand Communication Specialist with experience in PR, social media management, brand communication, Marketing automation and content creation. Strong expertise in digital marketing, media relations, and performance analysis, with a proven ability to develop and execute strategies that drive engagement and brand growth. Passionate about sports, adventure, technology, and community-building.

PROFESSIONAL EXPERIENCE

Specialized Bicycle Components – Brand Communication Specialist



11/2022 – Present

- Developed and executed **branding strategies** ensuring consistency across digital, social, and traditional media.
- **Managed PR campaigns**, including press releases, media relations, and content creation to support product launches.
- **Led social media & influencer collaborations**, working with athletes and brand ambassadors to maximize engagement.
- **Oversaw marketing automation**, including personalized email marketing campaigns (Klaviyo & Mailchimp).
- **Coordinated with Global & EMEA teams** to ensure alignment across all campaigns and messaging.
- **Created and managed video content**, social media assets, and performance reports to enhance brand storytelling.
- **Developed B2B marketing strategies** to support retailers and business partners through digital and traditional channels, enhancing brand presence and market opportunities.

Havas, Rome/Milan – Social Media Manager



01/2021 – 10/2022

Clients: **Ducati Motor Holding**, Ducati Multistrada V4, Scrambler Ducati, TIM & TIMvision (Serie A TIM).

- **Developed and managed omnichannel content strategies** to boost audience engagement.
- Supervised **visual identity and tone of voice** (TOV) across multiple brands.
- Led social media publishing & paid campaigns, collaborating with external agencies.
- Provided real-time social media coverage for **Ducati events** (WDW2022, EICMA).
- Analyzed performance using Emplifi & data analytics tools.

FLsolution – Co-Founder 

05/2021 – Present

- Developed digital marketing strategies for SMEs and freelancers.
- Managed lead generation, performance marketing, and social media ads optimization.
- Specialized in SEO-driven content and brand awareness campaigns.

Nike, Milan – Brand Ambassador 

01/2017 – 07/2017

EDUCATION



Executive Master in Marketing & Communication Strategy, 24 ORE Business School, Milan | 2021-2022

- Specialization in **web & social analytics, data-driven strategies, brand communication**

Master in Sport Business Marketing & Management, 24 ORE Business School, Milan | 2020-2021

- Focus on **sport marketing, digital innovation, esports, and revenue management**.

Bachelor in Legal Service Sciences (Law Faculty), University of Milan | 2017-2020

- Thesis: *Corporate Characteristics & Financial Statements of Professional Football Clubs.*

SKILLS

Technical & Tools

- Analytics: Google Analytics, Emplifi
- Content: Photoshop, Premiere Rush/Pro, CapCut
- CMS & Automation: WordPress, HubSpot (basic)

Languages

- English: Professional – **Ielts Certification**
- Spanish: Fluent
- French: Intermediate