



# ILARIA CONSONNI

## EXPERIENCE

Freelance

Feb 2025 - Current

### Personal Branding Manager

- Manage the overall brand positioning and public image of the talent, ensuring a coherent and strategic presence
- Identify and negotiate collaborations for the influencer, especially with fashion, lifestyle and entertainment brands
- Oversee all PR and media relations, coordinating with agencies, press and partners for events, TV programs and photoshoots
- Lead the social media strategy and supervise all creative content
- Evaluate and approve every external opportunity, maximizing visibility, credibility and long-term personal brand value

Socios.com

Sep 2024 - Jan 2025

### 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: PSG, Manchester City FC, Juventus FC, AC Milan, Club Atlético de Madrid, 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
- Coordination of athletes, influencers and actors during the production of social media content and OOH campaigns
- Socios.com's primary on-camera host

Real Madrid C.F.

Jan 2024 - Sep 2024

### Communications Specialist

- Lead creative direction of creative content, projects and campaigns for Real Madrid C.F.
- Ensure Real Madrid C.F.'s image aligns with the brand values
- Collaborate with the creative team and external stakeholders to ensure an unified creative vision
- Coordinate footballers and influencers
- Manage communications with media during press conferences and events
- Management of the first team's Instagram, X, TikTok, Facebook, LinkedIn, WhatsApp, YouTube and Snapchat pages

Barberino's

Dec 2022 - Nov 2023

### Brand Manager

- Development of brand awareness, consideration and conversion through integrated marketing strategies
- Maintain and enhance the brand image across all channels and on the marketplace
- In charge of the organization of the activities related to Claudio Marchisio, Brand Ambassador of Barberino's
- Lead brand activations and campaigns across SM and OOH
- Relationship with VIPs and influencers to boost brand visibility
- Ideation and creative direction of content for social media profiles
- PR and media outreach
- Activation of B2B partnerships

Associazione Calcio Makom

Aug 2022 - Current

### Brand Manager

- Define brand-aligned content strategy for the women's team social media pages to strengthen positioning and visual identity
- Lead brand marketing initiatives, developing collaborations with local creatives and organizations to expand visibility
- Manage PR activities, including press releases, media outreach and coordination of events to enhance the club's reputation
- Actively contribute to sponsorship acquisition
- Ensure all activities communicated a consistent and strong brand identity across all channels

## CONTACT

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## EDUCATION

### Universidad Europea

Master's Degree in  
Communication & Sports Journalism

2023 - 2024

### IULM University

Bachelor's Degree in  
Communication, Media & Advertising

2019 - 2022

## SKILLS

- Brand Strategy & Activation
- Athlete & Influencer Management
- Integrated Marketing Campaigns
- Partnership & Stakeholder Management
- Public Relations and Media Outreach

## LANGUAGES

Italian MT

Spanish C1

English C1

German B1

Portuguese A1