



# DANILO CIRO BUONPENSIERO

## COMMUNICATION STRATEGIST - SPORTS & MEDIA

Email: danilobuonpensiero96@gmail.com | Mobile: +39 380 266 0594 | Location: Milan, Italy

### SUMMARY

**Strategic communications professional** with international experience in **sports and media**, specialized in **narrative building, crisis advisory** and **global brand positioning**. Proven track record in managing **high-impact campaigns**, coordinating **cross-market communication** and delivering compelling **storytelling for football organizations**. Bilingual Italian–English (C1 certified) with a strong understanding of the football media landscape.

### WORK

#### EXPERIENCE

- Content Editor - Social Media Manager | Pianetaserieb.it** Jul 2017 - Present
- Produced football-focused content with strategic editorial planning and structured communication formats.
  - Strengthened brand engagement (+20%) and reach (+70%) in under a year.
  - Developed relationships with media/industry stakeholders in the Italian football landscape.
- Communication Specialist | Kings League** Dec 2024 - Jul 2025
- Coordinated launch strategy in Italy for an international sports league, aligning messaging with global positioning. Drafted press releases and oversaw press accreditations.
  - Advised leadership on sensitive communication matters, ensuring aligned crisis response.
  - Increased national media coverage by +30%, securing 400+ press mentions.
  - Developed proactive editorial campaigns ensuring consistent narrative across markets.
- Camera operator - Video Editor | La Giovane Italia (Sky)** Oct 2023 - Nov 2024
- Filming youth football matches, video editing and post production
- Content Editor | Mediaset** Jan 2022 - Jul 2022
- Managed editorial content for UEFA Champions League OTT campaigns, ensuring consistent positioning and messaging.
  - Improved video performance by +25% through optimized content strategy and stakeholder coordination.
  - Supported corporate communications through newsletters, reports and presentations to senior leadership.

### EDUCATION

- Master's Degree in Sports Marketing and Communication** Oct 2023 - Apr 2025  
IULM University | Milan, Italy
  - Thesis: "Lega Serie A as a Media Company: The Case Study of Radio TV Serie A"
- Master's Degree in Television, Cinema and New Media** Sep 2019 - Mar 2022  
IULM University | Milan, Italy
  - Thesis: "OTT and Streaming in Sports: From Pay TV Supremacy to Disruption"
  - Final Grade: 106/110
- Bachelor's Degree in Communication Sciences** Oct 2015 - Mar 2019  
University of Palermo | Palermo, Italy
  - Thesis: "Social Networks in Sports Communication"
  - Final Grade: 108/110

### KEY SKILLS

- CMS (WordPress), SEO, Google Analytics
- Adobe Suite, Canva, CapCut, Microsoft 365
- AI-based tools for content creation
- Social Media Strategy & Content Creation
- Strategic Communication & Narrative Building
- Crisis & Issues Management
- International Media Relations
- Strategic Thinking
- Effective Communication
- Problem Solving
- Creativity & Flexibility
- Team Working
- Curiosity & Proactivity
- Data-driven

### LANGUAGES

- Italian: Native
- English: Proficient (C1 Cambridge Certificate)
- Spanish: Advanced

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