



MARCO ZANCHI

SOCIAL & CONTENT- BASKET MESTRE 1958

SKILLS & COMPETENCIES

Social Media Specialist with over 3 years of experience in managing B2B and B2C projects, specialising in creating social media strategies, copywriting in Italian and English, and developing content for Facebook, Instagram, LinkedIn, TikTok, and X. An expert in Facebook Business Manager, LinkedIn Ads, and analytics tools, I combine creativity and a data-driven approach to optimise performance and brand awareness.

PROFESSIONAL WORK EXPERIENCE

• GLOBAL ADVISOR

Intesa San Paolo | Set 2025 - Current

• SOCIAL & CONTENT MANAGER

Basket mestre 1958 | Oct 2024 - Current

Content management and creation for social media channels (Instagram, TikTok, Facebook). Video production and graphic format design, trend development and storytelling for engagement.

+1.7 million impressions in the 2024/25 season and +21.16% followers from April to June 2025.

• DIGITAL MARKETING SPECIALIST

Gusella Agency | Apr 2025 - Jun 2025

End-to-end management of digital communication for B2B clients. Strategic planning, content production and tone of voice supervision. Creation of Meta Adv campaigns and newsletters. Coordination between creative teams and clients.

• SOCIAL & CONTENT SPECIALIST

Corax s.r.l. | Nov 2024 - Feb 2025

Management of Instagram, TikTok and YouTube channels for projects such as PoretCast and Aldo Giovanni e Giacomo. Collaboration with talent and production teams for social media and branded content.

Project I manage: PoretCast, Immedia, Aldo Giovanni e Giacomo, Myagg and La Fisica Che Ci Piace.

• DIGITAL MARKETING SPECIALIST

Hub Media Group | Set 2024 - Nov 2024

Responsible for social media communication planning and management (FB, IG and LinkedIn). I was also responsible for the planning and monitoring of communication strategies and drafting of editorial plans and events communication.

Clients worked with: Radio Stereocittà, Omac s.r.l, Vesta Autimation, and Cittamani Milano.

• SOCIAL MEDIA SPECIALIST

Parma Calcio 1913 | Nov 2022- Jun 2024

Management of Instagram, TikTok and X channels for the women's team and YouTube for the club.

Growth of the YouTube channel to 2.2 million monthly views and over 11,000 subscribers.

KPI analysis, report writing and collaboration with the press and sales departments.

• CONTENT SPECIALIST

Milan: Connexia s.r.l. | Apr 2022- Oct 2022

Social media management for B2C clients such as Yamaha Motor Europe, Fastweb and Decathlon. Development of editorial plans and coordination between account and creative departments.

Clients worked with: Yamaha Motor Europe, Fastweb, Decathlon and Leovegas News.

• SOCIAL MEDIA COORDINATOR

Work Placement at TedXMeste | Apr 2021-Jun 2023

I was the lead coordinator of the corporate social media communication planning and management (FB, IG and LinkedIn). I was also responsible for the events communication management.

Key achievements included growing the Association's profile on social channels by 15% on Facebook and 105% on Instagram; in-person events sold out for 200 people (Covid restrictions).

PERSONAL CONTACT



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QUALIFICATIONS

• FIRST LEVEL MASTER DIGITAL BANK AND FINTECH

Radars Academy | 2025-2026

• FIRST LEVEL MASTER IN SPORT BUSINESS STRATEGIES

Università Ca'Foscari Venezia | 2021-2022

• MASTER'S DEGREE MARKETING & COMMUNICATION

Università Ca'Foscari Venezia | 2018-2021

SOFTWARE & TOOLS

- Adobe photoshop & illustrator
- Microsoft Office Pack
- Notion
- Facebook Business Manager – gestione campagne paid
- LinkedIn Ads – targeting B2B
- Canva, Adobe Photoshop, Da Vinci Resolve, CapCut
- Google Drive & G Suite – collaborazione e archiviazione in cloud

SELECTED LINKS TO MY OWN WORK

- [Buffon Interview](#)
- [Racism Video](#)
- [Always With Blue](#)
- Additional samples are available on my portfolio -> [My Portfolio](#)