

# Martina Petraglia

Marketing and communication in sports



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## About Me

I spearhead innovative projects and create compelling content tailored for sports promotion and communication, leveraging my expertise in fostering relationships, orchestrating communication flows, and providing exceptional hospitality during high-profile sports events. With a specialization in marketing and digital communication, I adeptly navigate and influence the digital landscape to amplify brand presence and engage audiences.

## Technical Skills

Microsoft Office	<div><div></div></div>
Canva	<div><div></div></div>
Adobe Premiere	<div><div></div></div>
Photoshop	<div><div></div></div>
Facebook Business	<div><div></div></div>

## Skills

- Speaker at institutional events
- Organizational skills
- Excellent management of team activities
- Excellent adaptability to external contexts

## Languages

**Italian** - Native or Bilingual Proficiency

**English** - Professional Proficiency

## Education

- **Master's Degree in Marketing and Digital Comms**  
*University of Rome LUMSA* 2020 - 2022  
Top Grade - 110L
- **Course - Sporting Events**  
*24ORE Business school* 2021
- **Bachelor's. Degree in Scienze della Comunicazione e Marketing**  
*University of Rome LUMSA* 2016 - 2019  
Grade - 100/110

## Experience

- **Sports Events Development Dept.**  
*Fiamme Gialle - Military sports corps* 10/2022 - Present
  - Speaker and moderator during events
  - Management and organization of on-site installations
  - Definition and organization of stands
- **Social Media Manager**  
*Italian rugby captain Michele Lamaro* 12/2022 - Present
  - Competitive analysis and develop. of a communication strategy
  - Social management and monitoring
  - Editing and creation of written and graphic content
  - Management of advertisements and campaigns
- **Sports Activities Development Dept. - Press Office**  
*Fiamme Gialle - Military sports corps* 2021 - 2022
  - Relationship Management with Media and Athletes
  - Hospitality during representative events
  - Support to the organization of sports events (press management, content creation)
- **Digital Matketing**  
*IET Srl - IT Consulting Boutique* 2022
- **Marketing Internship**  
*CONI- Italian National Olympic Comittee* 2019
- **Professional Fencing Athlete**  
*Italian National Fencing Team* 2011 - 2021

## Collaboration

- **Visual Content Development for the CFD** 2010
  - Multimedia content realization for the Italian Formula18 class sailing championship
  - Press release management
- **Social Media Startup - Mamma Cult** 2016
  - Management of social media pages (Instagram and Facebook)