



## PERSONAL CONTACT



+393488196420



Marco.zanchi95@gmail.com



[www.linkedin.com/in/zanchi-marco/](https://www.linkedin.com/in/zanchi-marco/)

## QUALIFICATIONS

### • FIRST LEVEL MASTER IN SPORT BUSINESS STRATEGIES

Università Ca'Foscari Venezia | 2021 - 2022

### • MASTER'S DEGREE MARKETING & COMMUNICATION

Università Ca'Foscari Venezia | 2018 - 2021  
(101/110)

### • BACHELOR'S DEGREE BUSINESS ADMINISTRATION

Università Ca'Foscari Venezia | 2014 - 2018  
(86/110)

## CERTIFICATIONS

- Social media training
- Adobe photoshop & illustrator
- Excel

## SELECTED LINKS TO MY OWN WORK

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

# MARCO ZANCHI

## SOCIAL MEDIA SPECIALIST - PARMA CALCIO 1913

### SKILLS & COMPETENCIES

I am very passionate about sports and always fascinated by social media because of its impact on society, freedom & speed of communication. After graduating with a master's degree in marketing and communication, and briefly introduced to social media platforms and way of communication, I decided to start an SBS Master's in sports business to enable me to widen my skills set and broaden my working horizons.

I can communicate in 3 languages: French, English & Spanish.

I am committed, fast learner, enthusiastic and passionate about things I do, and these 4 pillars guide me in both my personal and work choices.

## PROFESSIONAL WORK EXPERIENCE

### • SOCIAL MEDIA SPECIALIST

#### Parma Calcio 1913 | Nov 2022- Jun 2024

Responsible for the planning, content creation and communication management for the Instagram, X, TikTok channels of the Women's First Team and TikTok of Parma Calcio 1913.

Responsible for ideation of communication strategies and creation of video content and shorts for the YouTube Parma Calcio 1913 channel.

Worked within a multi-disciplinary team that included two graphic designers, two photographers and a video maker, as well as liaising with other departments of the company such as the press office and commercial department.

### • CONTENT SPECIALIST

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

Responsible for corporate 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.

I was part of the agency's content team, and worked with the accounts 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).**

### • SOCIAL MEDIA INTERN

#### Chiron s.r.l. | Nov 2020- Apr 2021

Planning and management of corporate social media communication (FB and IG).  
Planning and monitoring of communication strategies of corporate projects.  
Realization and analysis of digital advertisements.

### • MARKETING INTERN

#### Cerebroids s.r.l. | Jun 2019 - Aug 2019

Online social and web communication and production of articles related to overtourism issues;  
Online and offline market research (interviews, focus groups, survey, etc.).

### • GENERAL ACCOUNTING INTERN

#### Conccooperative Venezia | Oct 2017 - Dic 2017

General office accounting and audit of cooperatives  
Management and improvement of corporate database (Archives, historical accounting, etc.)  
Organization of corporate training events.



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## EXTRA CURRICULAR ACTIVITIES

### Basketball Coach

#### Reyer Venezia S.p.a. | Jul 2017 - Jul 2020

Worked as an Assistant to the National level coach for the U15 coach team in 2018.

My role included Managing, analyzing and processing of official competition statistics for Euroleague basketball and FIBA.

**Team achievements included 4th Place Novipiù Cup U15 ECC, 1st Place "Trofeo delle Province Venezia" U13 selection and 1st Place Trofeo delle Regioni Veneto U14 selection. U15 National Finals in 2018**

## PERSONAL INTERESTS & HOBBIES

- Basketball, first player and then coach
- Volleyball, football and Moto GP
- Gaming and streaming world.
- Music, producing music audio tracks and songs for fun.