



# DANILO CIRO BUONPENSIERO

PROFESSIONAL IN THE FIELDS OF SPORTS,  
COMMUNICATION AND MARKETING

## ABOUT ME

Career-oriented professional in **sports media and marketing**, passionate about **digital trends, football**, and **fan engagement strategies**. Experienced in **content creation, social media management**, and analyzing **marketing data**. I aim to merge my skills with my passion for football to drive digital innovation.

## PROFESSIONAL EXPERIENCE



### CAMERA OPERATOR/VIDEO EDITOR/CONTENT CREATOR

La Giovane Italia (Format of Sky Sport Italy), Palermo, Italy | from Oct 2023

- Video production of the Italian youth championships
- Production and editing in post-production of full clips and highlights to be published on YouTube, social networks and in the TV format on Sky Sport Italy



### CONTENT EDITOR/CONTENT CREATOR

Pianetaserieb.it, Palermo, Italy | from Jul 2017

Pianetachampions.it, Palermo, Italy | from Oct 2023

Ilovespalermocalcio.com, Palermo, Italy | July 2018 - Sep 2021

- Production of articles, press reviews, interviews and editorials related to Italian and international soccer. Managed social networks through weekly editorial planning of posts
- Created engaging social media content to build and sustain fan engagement.
- Analyzed web traffic and engagement data to improve content strategies



### JUNIOR DIGITAL MARKETING SPECIALIST - INTERNSHIP

Mediaset, Cologno Monzese (Milan), Italy | Jan 2022 - Jul 2022

- Implementation of editorial and strategic plans related to movies and TV series available in the catalog of the Mediaset Infinity streaming platform.
- Collaborated with marketing teams to develop digital promotional plans, analyzing audiovisual content to optimize campaign success
- Monitored performance metrics to ensure continuous improvement of social media campaigns
- Developed digital content for the Champions League

## EDUCATION

### MASTER'S DEGREE IN SPORTS MARKETING AND COMMUNICATION

IULM University | Milan, Italy | October 2023–February 2024

### MASTER'S DEGREE IN TELEVISION, CINEMA AND NEW MEDIA

IULM University | Milan, Italy | 2019–2022

- **Areas of Interest:** Visual Studies; Imaginaries of the digital age; Cross Media Seriality; Web TV; TV Business and Cross Media
- **Thesis title:** OTTs and streaming in the sports world: from overtaking Pay-TV to disruption. The impact on the Italian audiovisual
- **Final Grade:** 106/110

### BACHELOR'S DEGREE IN COMMUNICATION SCIENCES FOR MEDIA AND INSTITUTIONS

University of Palermo | Palermo, Italy | 2015–2019

- **Areas of Interest:** Semiotics; Journalism; Visual Design; Sociology of Digital Media; Social Statistics; Sociolinguistics; Web marketing.
- **Thesis title:** Social networks in the world of sports
- **Final Grade:** 108/110

## ACADEMIC PROJECTS



### Lega Serie A - December 2023

- Project for EA Sports FC, Title Sponsor of the Italian Supercup
- Project to identify a new luxury partner of timekeeping

## ADDITIONAL INFORMATION

Driver's license

## ADDRESS

Milan, Italy  
Available to relocate

## CONTACTS

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danilobuonpensiero96@gmail.com

Danilo Buonpensiero

## LANGUAGE SKILLS

- **ITALIAN:** Mother tongue
- **ENGLISH** ● ● ● ● ●

**C1 Certification** issued by Cambridge Assessment English

- **SPANISH** ● ● ● ● ●
- **FRENCH** ● ● ● ● ●

## HARD SKILLS

- EIPASS Progressive (Certification - Advanced knowledge of Microsoft Office)
- EIPASS 7 Modules User (Certification)
- EIPASS 7 Modules Standard with Accredia recognition (Certification)
- EIPASS IT Security (Certification)
- Wordpress
- Content Creation (Adobe Creative Cloud: Premiere, Photoshop-Certification Issued by Adobe, Audition, Illustrator)
- Canva
- Artificial Intelligence
- Social Media Marketing (Advanced knowledge of Instagram, TikTok, and content planning)
- Digital Campaigns (Experience managing campaigns for football content)
- Data Analytics (Proficient in Google Analytics, SEO)
- Football Knowledge (Extensive background in covering football news and engaging fans)

## SOFT SKILLS

- Teamwork
  - Problem Solving
  - Time Management
  - Communication Skills
  - Attention to detail
  - Organizational Skills
- I hereby consent to the processing of the data I provided in this CV. I declare my agreement with the data protection regulations in the data privacy statement