

Matteo Masi

Content Strategist &
Social Media Manager

Thrilled by the art of creating powerful connections
between brands and their communities through an
innovative style of communication.



[CONTACT ME](#)



+39 3200876131



masi.matteo.2000@gmail.com

Matteo Masi

Curriculum vitae

BsC in
Management & Marketing*

@UniBO

2.5 Years of experience in **Content Strategy**
and **Social Media Managing**

@NOVOEsports

Italian native speaker, C1 in English

Starting from the ground to
leading the Social and
Marketing department in NOVO
Esports, I managed to achieve
over 30.000.000 impressions
and collected **35.000+** new
followers.

Through a dynamic and fresh
communication, I've been able
to charm and connect NOVO
Esports' community -
positioning the team on top of
the Italian scene and
conquering international
consideration.



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*4 MINOR EXAMS MISSING DUE TO THE START OF MY WORKING CAREER

NOVO ESPORTS



Managed **2500+ pieces of content** across different channels
(Instagram, TikTok, X, YouTube,
Twitch and LinkedIn)



Managed the communications
of **9 competitive Esports teams**

Managed the Creative
and Marketing department
(3+ people)



YEARS 2024 - 2025



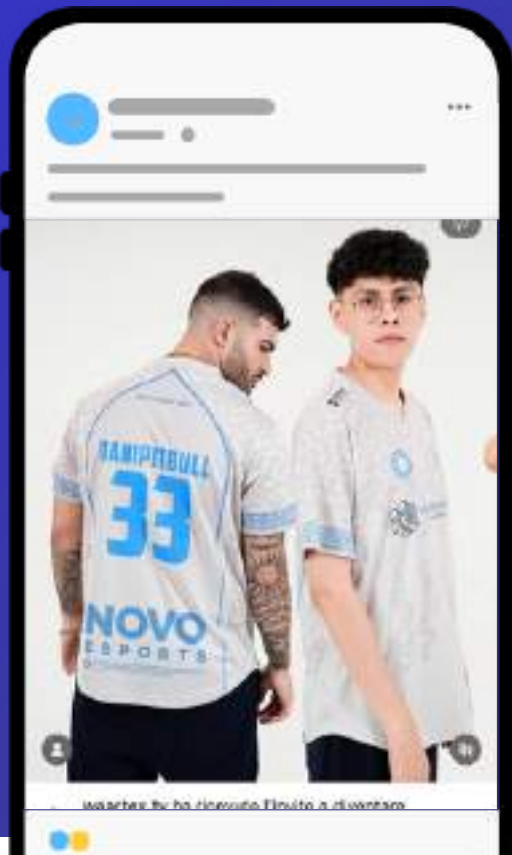
35.000+ followers gained

30.000.000+ Impressions

Worked with 20+ talents
(POW3R, DaniPitbull33, Marino_Ski..)

Experience in videogames such as
Valorant, Rocket League,
EA FC, Brawl Stars, Pokémon VGC

YEARS 2024 - 2025





LETSGOSKI CAMPAIGN

5.000.000+ Views



10.000.000+ Impressions

65.000€+ in organic* sales

10+ contents published



YEARS 2024 - 2025

*mostly

BRANDS I HAVE WORKED WITH

**ESPORTS
WORLD CUP**

OCTOPUS

**NEW
EMX**



PREDATOR

**NOVO
ESPORTS**



COMICON



**RIOT
GAMES** VALORANT



**TORINO
COMICS**



FORTNITE

Saudi
Welcome
to Arabia



SERVICES



CONTENT STRATEGY



**SOCIAL MEDIA
MANAGER**

DATA ANALYTICS



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