



Andrea Fabiani

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LANGUAGES

Italian: Native
English: Fluent

French: Good
Portuguese: Basic

COURSES



WALL STREET ENGLISH

English Course

Mar 2021 - Mar 2022
English School in Rome (Italy)



THE SCHOOL ON THE SQUARE

English Course

Jun 2015 - Dec 2015
English School in Grottaferrata (Italy)



EF OXFORD

English Course

Oct 2014 - Dec 2014
English School in Oxford (UK)

DIGITAL TRAINING

TIKTOK PRO

TikTok SMB Academy
 Mar 2022

SOCIAL MEDIA TRAINING

Luca La Mesa
 Dec 2020

GOOGLE DIGITAL TRAINING

Google
 Jun 2018

IT SKILLS

Microsoft Office: 5/5
 Adobe Photoshop: 3/5
 Google Analytics: 4/5

Wordpress: 5/5
 Keynote: 5/5

WORK EXPERIENCE

Aug 2022 - Feb 2024 | AS ROMA | Italian "Serie A" Football Club | Matchday Operations Specialist - Venue Department

- Responsible for the development, planning and delivery of Matchday engagement activities: "Lupacciotti in Campo" (player mascots), UEFA Europa League Referee Mascots, Walkabout, Meet&Greet (Autograph Signings) and High-Five Tunnel;
- Develop proposals and projects for the implementation of engagement activities and Matchday experiences for the Venue Dept. (eg. "Fan Appreciation Night");
- Directly support the work of the Stadium Operations Manager in the operations, safety and management of the stadium in match-day mode;
- Directly support the work of the Stadium Operations Manager in the management of set-up materials and technical zone materials for the Stadio Olimpico;
- Work closely with the Sports Dept. and the men's and women's first teams in organising home matches;
- Liaise and work with the stadium management, Sport & Salute, Lega Serie A and UEFA (Venue Director and VOBM) to ensure the best operational experience for the fans, players and match-day guests;
- Support the work of the AS Roma UEFA Main Contact and MDO Contact during the site visit of visiting teams to the Stadio Olimpico before UEL matches (Club Site Visit);
- Participate in home match MD-1 Club Meeting led by the UEFA Venue Director and MD Organizational Meeting led by the UEFA Delegate;
- Support the work of AS Roma Women UEFA Main Contact and MDO Contact in organising home matches for AS Roma Women in the UEFA Women's Champions League;
- Responsible for orders to suppliers and inventory management of gadgets and materials for Matchday engagement activities;
- Carry out pre-match checks throughout the stadium in advance of a match-day, ensuring the stadium is ready for all match-day users;
- Produce reports and presentations on monthly and annual activities of the Matchday Operations team;

Mar 2022 - Gen 2024 | "LADO" - Lotta al Drop Out Sportivo | Project promoted by NPOs and Ministry of Labour and Social Policies | Communication Manager

- Develop the project's communication strategy by working closely with the graphic designer to create the logo and visual identity;
- Oversee the day-to-day management of digital and social media channels, including Facebook and the website, adapting content for various platforms;
- Write press releases and articles for the blog covering 20 public events organized during the project;
- Organize and moderate press conferences involving stakeholders and journalists;
- Work closely with CONI (Italian National Olympic Committee), the Ministry of Labour and Social Policies, and the four promoting Nonprofit Organizations (NPOs) for the project's experimentation of a new model for promoting sports in schools;
- Study the promotional campaign in schools;
- Support the scientific committee in shaping the program for 24 roundtable discussions and 288 events conducted in schools, engaging over 2,400 students;
- Support the scientific committee in the final survey targeting students and assessing the social impact of the project;

Mar 2022 - May 2022 | UEFA | Women's Champions League Final | Media Operations and Services Volunteer

- Selected as Media Areas Volunteer for 2022 UEFA Women's Champions League Final in Turin, Italy.
- Responsible for providing media representatives with what they need to work at the stadium (media accreditation, booking services, access to the competing teams, media centre, media tribune, press conference room, mixed zone and pitch side positions).

Apr 2018 - Jul 2022 | GOGO MAGAZINE | Web magazine | Editor in Chief

- Determine publishing guidelines and work closely with marketing team to successfully expand media coverage.
- Manage a team of approximately 130 contributors for a website that has 500,000 monthly visitors.

Jul 2014 - present | SNAP ITALY S.R.L. | Founder

Jul 2014 - Aug 2022 | SNAP ITALY MAGAZINE | Web Magazine & Media Company | Editor in Chief

- Manage a team of 30 web editors for a website that has 200,000 monthly visitors.
- Coordinate and execute marketing strategy for entertainment webzine, including networking and cross-promotion with other Italian magazines and news websites.
- Attend trade events as exhibitor (e.g. Buchmesse), national press delegation member (e.g. Eurovision Song Contest) and jury member (e.g. Festival di Sanremo).
- Establish and maintain relationships with C-Level roles in "Made in Italy" and Luxury Industry.

Sep 2016 - May 2022 | SNAP ITALY COMMUNICATION | Communication Agency | Project Manager

- Establish and maintain relationships with corporate companies.
- Meet with clients to take detailed ordering briefs and clarify specific requirements of each project.
- Ensure that all projects are delivered on-time, within scope and within budget.

Jun 2018 - Feb 2020 | SNAP ITALY LAB | Coworking | Coworking Manager

- Build a calendar of coworking events that engages all stakeholders: current members, future members, and local community.

OTHER CREDENTIALS



ITALIAN JOURNALISTS ASSOCIATION

Ordine nazionale dei Giornalisti

Card Number: 160787

Jun 2015 - present



ITALIAN REFEREES ASSOCIATION

A.I.A. - F.I.G.C. / Albano Laziale

Football referee

Sep 2007 - Sep 2011



AIRPORT SECURITY ACADEMY

ADR Security / E.N.A.C.

Airport Security Officer

Jun 2012 - Sep 2012



REAL MURCIA C.F. S.A.D.

Shareholder with voting rights

Murcia, Spain

Dec 2018 - present

INTERESTS



Travel



Sport



Food & Wine



Genealogy



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Oct 2014 - Feb 2022 | BIOSYSTEM GROUP | Healthcare Company | Press Office & Communication Manager

- Monitor media coverage and brand reputation on web and digital channels.
- Manage the day-to-day handling of all digital and social media channels such as LinkedIn, Facebook and website, adapting content to suit different channels.

Jun 2015 - Dec 2015 | BIOOMEGA ITALIA | Medical Company | Business Relationship & Communication Manager

- Be the primary point of contact and build long-term relationships with suppliers (Clinical Chemistry Industries).
- Prepare product reports by collecting and analyzing suppliers information.
- Attend trade events, congresses and conferences (e.g. Medica in Dusseldorf).

Sep 2014 - Mar 2015 | AGIR | News Agency | Journalist

- Write and upload news content about Italian politic for the newspaper website.

- Review and edit work for editorial approval.

Oct 2012 - Sep 2014 | CORRIERE TUSCOLANO | Magazine | Journalist

- Conduct research to uncover interesting and significant local news.
- Interview key persons (witnesses, sources, etc.) or obtain first-hand information by being present in happenings.

EDUCATION

Feb 2021 - Jan 2022 | Master Program in SPORTS MANAGEMENT | Luiss Business School

Relevant Courses: Web & Digital Marketing in Sports, Brand Marketing in Sports, Leadership & Management, Fan Management & Fan Engagement, Stadium & Matchday Operations.

Partners: AS Roma, Italia Camp

Sep 2017 - Apr 2021 | Bachelor's Degree in COMMUNICATION | University of Rome "Tor Vergata"

Relevant Courses: Journalism & Social Media

Thesis Title: Technology and Innovation applied to Publishing and Journalism industries.

Thesis Subject: Journalism and Publishing in the Digital Era

Thesis Advisor: Prof. Giovanni Miele

Final Grade: 102/110

CERTIFICATIONS

Jan 2022 - Feb 2022 | "Leadership d'excellence par le sport de haut niveau" | ESSEC Business School

Dec 2021 - Feb 2022 | Sports Marketing | Northwestern University

Relevant Topics: Ticket pricing strategies, Crisis in Sports Industry, Promote and market a sporting event, Develop sponsorships, Social Media in Sports Industry.

Nov 2021 - Feb 2022 | Sports Sponsorship | Johan Cruyff Institute & Universitat Autonoma de Barcelona

TRAVEL EXPERIENCES



BUSINESS TRIPS

GERMANY

Frankfurt

FRANKFURTER

BUCHMESSE

2018 - 2019 (Snap Italy)

Dusseldorf

MEDICA 2016

(Bio Omega Italia)

NORWAY

Billingstad

SERO (Bio Omega Italia)

SWEDEN

Stockholm

Eurovision Song

CONTEST 2016 (Snap Italy)

SWITZERLAND

Basel

BASELWORLD 2016 - 2017

(Snap Italy)

STUDY TRIPS

UNITED KINGDOM

Oxford

EF INTERNATIONAL

LANGUAGE SCHOOL

2013 & 2014

Reading

MAGNIFICO SCHOOL AT

UNIVERSITY OF READING

2007

Stoke-on-Trent

EAC LANGUAGE CENTRES

2006

IRELAND

Dublin

MOREHAMPTON

LANGUAGE INSTITUTE

2006

FRANCE

Cournon d'Auvergne

Lycée General et

Technologique René

Descartes Student

Exchange Program

(03/2005 - 05/2005)

VOLUNTEERING

BRASIL

Italjai

FUNDACAO LAR FABIANO

DE CRISTO 2014

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