



STEFANO MORONI

COMMUNICATION & PR SPECIALIST

Media Relations & Press Office

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Education

Advanced Formation Course: Sports Press Officer

SBA - Sport Business Academy |
2021

Master's Degree in Sport Digital Marketing & Communication

RCS Academy Business School |
2021

Graduate in Communication, Media, and Advertising

Iulm University of Milan |
2020

Languages

Italian - Native speaker

English - C1 level

Hard Skills

Media Relations & Press Office

Sports/Corporate Communications

Office, Wordpress, Canva, AI Tools

Media monitoring tools (*Mimesi*,
Volocom)

Knowledge of the media landscape

Social Media Managing

Soft Skills

Empathy

Teamwork & Proactivity

Curiosity & Adaptability

Crisis Management

About me

PR Account with agency experience and a strong focus on media relations in the sports, entertainment, and corporate sectors. I work daily on press reviews, press releases, journalist relationships, and IT/EN content adaptations for international stakeholders. I am characterized by curiosity, determination, and an approach that is always oriented toward growth and experimentation, combined with a proactive and collaborative work style that leads me to contribute energy and precision to integrated communication projects.

Work Experience

PR Account

Apr 2021 - Present

Verini & Associati

- Management of daily **press reviews** and drafting of executive reports for senior management at leading clients, including **Elliott Management** and **RedBird Capital Partners** (previous and current ownership of AC Milan).
- Drafting, editing, and distribution of **press releases**, **official statements**, and **informative content** targeted at general, sports, and sector-specific media outlets.
- **Professional translation** IT↔EN and operational summaries for executives and senior managers.
- **Relationships with journalists, editorial offices, and stakeholders** in the sports, entertainment, business, and economic sectors, ensuring consistent and reliable coverage.
- Support for **corporate communications activities** and client positioning, helping to define the most effective media approach.

Press Office Advisor (Freelance)

Jan 2024 - Dec 2024

Municipality of Vizzolo Predabissi (Milan)

- Drafting of press releases, informational content, and institutional texts.
- Support for the communications office in relation to initiatives, events, publications, and social media activities.
- Managing relationships with journalists, local associations, and external contacts.

Editorial collaborator (Freelance)

Jun 2021 - Jun 2022

Online magazines and sports projects

- Writing articles, in-depth stories, and interviews in the fields of sports and culture.
- Research activities, source collection, and coordination with editorial offices and editorial staff.
- Production of digital content optimized for the web and social media.