



# ILARIA CONSONNI


Global Digital Media Marketing Manager

## PERSONAL INFORMATION

**Date of birth** 01/24/1999

**Nationality:** Italian

**Home:** Calle de Cadarso, 12  
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## EDUCATION

### Master in Communication & Sports Journalism

Escuela Universitaria Real Madrid –  
Universidad Europea | Madrid, Spain  
October 2023 – July 2024

### Bachelor's Degree in Communication, Media and Advertising

Università IULM | Milan, Italy  
September 2019 – November 2022

### Degree in Foreign Languages

Istituto Istruzione Superiore Carlo  
Emilio Gadda | Paderno Dugnano, Italy  
September 2013 – July 2019

## LANGUAGES

**Italian** native

**English** advanced

**Spanish** advanced

**German** basic

**Portuguese** basic

## WORK EXPERIENCE

○ September 2024 – Present  
Socios.com | Madrid, Spain

### Global Digital Media Marketing Manager

- Ideation, creative direction and supervision of the production of digital media content and campaigns of Socios.com and its partner football clubs: Manchester City FC, AC Milan, Juventus FC, Club Atlético de Madrid, FC Internazionale Milano, among the others
- Generate original and innovative ideas to develop a marketing strategy that aligns with the brand's goals, values, message and market positioning
- Lead football brand activations across digital media channels
- Coordination of athletes, influencers and actors during the production of digital media content and campaigns
- Host of Socios.com's digital creative content
- Management of the brand's social media pages and community

○ January 2024 – September 2024  
Real Madrid C.F. | Madrid, Spain

### Creative & Communications Specialist

- Lead creative direction and oversee production of media content, projects and campaigns for Real Madrid C.F.
- Develop innovative ideas aligned with the club's goals, values and market positioning
- Collaborate with the creative team and partners to ensure a unified creative vision
- Coordinate footballers and influencers during media content production and events
- Manage communications with journalists, media and VIPs at press conferences and special events
- Plan and supervise digital media content and photoshoots
- Management of the first team's Instagram, X, TikTok, Facebook, LinkedIn, WhatsApp, YouTube and Snapchat pages
- Ensure Real Madrid C.F.'s image aligns with the brand values through content, campaigns and events

## DIGITAL SKILLS

Digital Media	Adobe Creative Cloud
Microsoft Office	Canva
SEO	Google Ads & Analytics

## SOFT SKILLS

Organization	Creativity
Problem solving	Teamwork
Team leadership	Critical thinking

- December 2022 – November 2023  
Barberino's | Milan, Italy

### Social Media, PR & Influencer Manager

- Management of the Instagram, Facebook, LinkedIn and TikTok pages of Barberino's
- Ideation and help in the creation of original content for all the social media profiles of the brand
- Care for the brand image on the social media profiles and on the marketplace
- Copywriting
- Writing articles for the blog on Barberino's official website
- Development of the brand awareness, consideration and conversion through the marketing strategy
- Managing the community on social media
- In charge of the organization of the activities related to Claudio Marchisio, Brand Ambassador of Barberino's
- Find and communicate with influencers and content creators
- Organize events for the brand and also with partner companies
- Communication and constant relationship with the press
- Research and activation of B2B partnerships and co-marketing

- September 2022 – November 2023  
A.S.C. Makom | Seveso, Italy

### Social Media Manager

- Management of the Instagram page of the A.S.C. Makom women's football team
- Copywriting
- Ideation and creation of original content for the Instagram page
- Development of the brand awareness
- Managing the community on Instagram
- Care for the brand image through Instagram