



PROFILE

I consider myself a "Creative".

With a passion for sports, writing, and communication, I discovered that creating formats for Influencer Marketing projects is my current vocation. Team player, always ready to uplift the group. "In the World where you can be anything, be kind".

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STORYTELLING

ALL ICONS HAVE CLICKABLE LINKS



LANGUAGE SKILLS

- Inglese
- Portoghese

SKILLS

- Social Media
- Influencer Marketing
- Sports Journalism
- Storytelling
- Media Relations

FRANCESCO DAVIDE SCAFÀ

SMM - CREATIVE - MARKETER

WORK EXPERIENCE

BETCLIC ITALIA

• SOCIAL MEDIA & COMMUNICATION SPECIALIST

2021 - Present

- Content management, editorial plan and copywriting for Instagram, Tik Tok & X
- Influencer Marketing, scouting and building a team of creators
- Creator, project manager and organizer of the ["Ylenia On Tour"](#)
- Author of ["EuroStorie"](#)
- Liasing with PR agency [Mate] for press release

FORBES ITALIA

• SOCIAL MEDIA MANAGER

2021

- Content management, editorial plan and copywriting for Instagram, Facebook & LinkedIn

OLYMPIC CHANNEL

• LANGUAGE EDITOR & TRANSLATOR - TOKYO 2020

2021

- Translating articles and SEO texts for videos from EN to IT during Olympic Games

DAZN

• DATA EDITOR ITALY

2018 - 2019

- Producing editorial facts and commentator packs
- Live support during games for production staff and TV graphics
- Translating and updating editorial content

MONDOSPORTIVO

• CONTENT & COMMUNICATION MANAGER

2011 - 2018

DAVID PALACE HOTEL

• CONTENT STRATEGIST & SMM

2010 - 2018

EDUCATION

2024 - FELTRINELLI EDUCATION

Writing for TV: television writer job

2021 - LUCA LA MESA ACADEMY

Social Media Training - 4 Seasons

PORTFOLIO AT BETCLIC ITALIA

VLOG STADIUM EXPERIENCE & INTERVIEWS

CLICK TO SEE
THE REELS



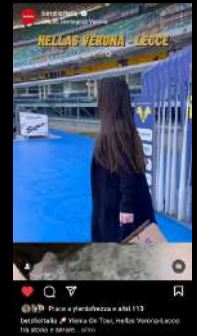
ROMA - LAZIO



MILAN - ROMA



ITALIA - FRANCIA
(PARTN. WITH FIR)



VERONA - LECCE
(PARTN. WITH VERONA)

MUSIC, SPORT & FUN



COVER SPORT NEWS - MAY



COVER SPORT NEWS - MARCH

MOTORSPORTS & FUN



DRIFT & JOKES

TRENDING & ENGAGEMENT



TREND & CTA



TREND & CTA



GAME - DISCOVER THE RANKING



MY WORKS AS AUTHOR

TOPICS FOR DISCUSSION



PRESENTATION
CONTENT CREATOR



EUROSTORIE
EURO 1992



EUROSTORIE
EURO 2004



MILAN VS INTER
COMPARISON TOP XI

PORTFOLIO AT BETCLIC ITALIA

LAST THREE MONTHS INSIGHTS

 betclicialia

8.8K

+41.32%

↗

Followers

39


+32.69%

↗

Engagement Rate

←

Copertura



Ultimi 90 giorni

2 apr - 30 giu


2.361.262

Account raggiunti

+40,7%

0,2%

Follower



+297%

99,8%

Non follower

Impression

4.032.270

+243%

In base al tipo di contenuto

Tutti

Follower

Non follower

Reels

2,3 mln

Post

48,1 mila

Storie


37,7 mila

Video

387


In base ai contenuti più popolari

Mostra tutto



1.800.034


7 apr



Maggio in 1 minuto


267.610

3 giu



245.318

25 apr



144.

12

←

Interazioni



Ultimi 90 giorni

2 apr - 30 giu

125.116

Account che hanno interagito

+63,6%

1,8%

Follower



+309%

98,2%

Non follower



73.863

7 apr



Maggio in 1 minuto

16.661

3 giu



12.749

25 apr



11.

3

Interazioni con i contenuti

 Mostra tutto

156.718

Interazioni con i contenuti

+291% rispetto a: 3 gen - 1 apr

Interazioni con i reel

155.861

+301%

Mi piace

138.167

Commenti

5.600

Salvataggi

10.650

Condivisioni

1.444

COVER LETTER

Dear Sir/Madam,

My name is **Francesco Davide Scafà** and, with reference to your advertisement on LinkedIn, I would like to apply for this position by submitting my Curriculum Vitae.

Professionally, I currently manage **social media and communication** for Betclic Italia.

Being the only person in charge of these two areas, my skills range widely across various fronts: from editorial planning, to scouting/managing influencers, copywriting and communication activities (I liaise with a press agency, Mate, to coordinate press releases and interviews).

Additionally, I serve as the liaison and coordinator between our Betclic Apogee esports team and Betclic Italia.

For a year and a half now, I have extensively used **Influencer Marketing** to boost our fanpage (due to legal constraints, we cannot run ads or posts in collaboration). I personally handle scouting for content creators: research, negotiation, contract closure, and editorial planning.

I have grown our **Instagram and TikTok fanpages from scratch**.

In particular, with one influencer, Ylenia Frezza (formerly the #1 FIFA streamer in Italy, now a journalist at Sportitalia), I created a project called "**Ylenia On Tour**": a journey to various stadiums to show, through live stories, vlogs, and Twitch streams, the atmosphere and emotions experienced when following live sports events. The entire project involved a substantial amount of storytelling, both in the selection of matches and in the travels with Ylenia. A sort of Homeric journey where - step by step - Ylenia and our followers discovered and experienced different emotions.

Always with Ylenia as the talent, I started a new project where I am also an **author, EuroStorie**: through objects, stories, characters and quotes, we will tell the past editions of the European Championship.

Texts, ideas, supervision, and the choice of the location to shoot (Arena Piola in Milan) are all my responsibility.

Additionally, I have just completed a course at Feltrinelli Education entitled "**Writing for TV: television writer job**", taught by Antonio Losito (author - among others - of the podcast "Tyranny").

I now consider social media to be a full-fledged medium and therefore I consider instructive to know the best practices used to write television programs and formats.

As stated in my CV, I consider myself a creative. In addition to the formats I have already mentioned and the ideas I develop on our social profiles, last year I proposed an idea to Juventus, initially considered ambitious: to bring virtual (football) into reality. My plan was to **organize a FIFA23 showmatch at the stadium** between the pro players of Juventus and Hellas Verona before the Serie A match. A first in Italy. Juventus liked the idea very much and we did it. I was in charge of liaising between Juventus, the two pro players and Hellas Verona Esports.

In the past, I have also worked for **Forbes Italia**, as a SMM, and for **DAZN**, as a Data Editor. Regarding this last experience, every weekend I was in the gallery with the producers to assist them during the Serie A matches.

Speaking of soft skills, I consider myself a "bro", always available for a chat and a joke. At the same time, I have a strong dedication to work, and I am capable - as I am doing - of managing projects independently.

I believe in kindness and the power of a smile.

Thank you for considering my application, I look forward to your reply.

Best regards,



Francesco Davide Scafà