

CARMINE BUONANNO

Copywriter & Social Media Manager

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Sports content writing & editing · Social Media Management · Digital Marketing Strategy · CMS and social platform management

SUMMARY

Copywriter and Social Media Manager with experience in digital sports journalism, gained by collaborating with online outlets focused on Italian and international football. Covered Serie A, B, C and the Premier League in real time, publishing articles, match reports and analyses with timeliness and accuracy. Thanks to consistent, high-quality output, contributed to a 10% increase in site views. CONI-certified as Club Manager and EPS Sporting Director, combining editorial skills, digital marketing and social media management to support sports clubs and communication projects.

EXPERIENCE

Freelance Sports Writer

02/2023 - 08/2024

Il Pallone Gonfiato

- Wrote and edited transfer market pieces and Serie A match reports for the website, covering Italian and international competitions in real time
- Published timely post-match summaries with results and team line-ups for Serie A, ensuring prompt updates
- Produced player ratings and tactical analyses for Serie B, C and foreign teams, helping increase site views by 10%

Freelance Sports Writer

02/2023 - 03/2023

Lazionews

- Authored transfer market articles and match reports on Lazio for the website, ensuring comprehensive and timely coverage
- Published real-time post-match summaries with results and Lazio line-ups
- Delivered player ratings and tactical analyses of Lazio matches, deepening insights on individual performances and team dynamics

Freelance Sports Writer and Administrative Assistant

10/2015 - 10/2017

Footballplease

- Produced transfer market articles and Premier League match reports for the website, covering English teams with a focus on market moves and results
- Published post-match summaries with results and Premier League line-ups, ensuring punctual updates
- Delivered player ratings and tactical analyses for Premier League matches; handled secretarial tasks, sending and receiving emails and documents

OTHER EXPERIENCES

External Freelancer and Administrative Assistant

09/2011 - 09/2012

Il Gazzettino Vesuviano

EDUCATION

Sports Management - National certification training course EPS CONI Sporting Director

ESEI / Centro sportivo nazionale LIBERTAS

Sports Management - National certification training course EPS CONI Club Manager

ESEI / Centro sportivo nazionale LIBERTAS

Digital Marketing - Master in Digital Marketing and Social Media Management

GEMA Business School

Social Media Management - Training course with certification in Social Media Manager

IDCERT / Kiracademy (Kirweb)

Communication Sciences - Bachelor's Degree in Communication Sciences and Technologies

Università La Sapienza

Classical Studies - Classical High School Diploma

Liceo Classico Tito Lucrezio Caro

CERTIFICATIONS & COURSES

National certification training course EPS CONI Sporting Director

ESEI / Centro sportivo nazionale LIBERTAS

National certification training course EPS CONI Club Manager

ESEI / Centro sportivo nazionale LIBERTAS

Master in Digital Marketing and Social Media Management

GEMA Business School

Training course with certification in Social Media Manager

IDCERT / Kiracademy (Kirweb)

LANGUAGES

Italian

Native

English

Intermediate

Spanish

Intermediate

French

Elementary

TOOLS & PLATFORMS

CMS and Publishing:

WordPress, Silvy Facility

Social Media and Marketing:

Meta Business Suite, HubSpot

Design and Content:

Canva

Productivity:

Microsoft Word, Microsoft PowerPoint

SKILLS

Web content writing, Text editing and proofreading, Sports copywriting, Football tactical analysis, Editorial timeline management, SEO and content optimisation, Digital communication, Social media management, Digital marketing strategy