

Matteo Trevisani

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EXPERIENCE

Samba Digital

Head of Americas

Head of International Content Strategy

Miami, Florida, USA

Jan 2023 - Present

Jan 2022 – Dec 2022

- Led a team of six direct reports and 55 indirect reports across creative, PR and social media departments
- Spearheaded the creation of Força Creative Studio generating \$500k revenue in first the five months
- Oversaw the global and local digital growth strategies for 30+ clients including 8 Premier League clubs, Ligue 1, Serie A, PSG, MLS, US Open, Kansas City Chiefs, World Rugby amongst others
- Achieved 100% renewal rate for accounts and clients in the Americas
- Responsible for building cross-functional, multi-cultural and disciplined organization from scratch to grow Samba Digital in the Americas with direct report to CEO and board
- Creation of several go-to-market digital products and strategies to support Samba's commercial objectives

Concacaf

Digital Content Associate

Web and Digital Specialist

Miami, Florida, USA

Jan 2019 – Jan 2022

Feb 2018 - Jan 2019

- Served as main point of contact to manage content and digital partnerships for the entire Confederation
- Led the entire digital strategy and campaign for four Concacaf Champions Leagues and two Gold Cups obtaining a growth of over 120% across all channels with a 64% growth in impressions and 81% video views across the board in four years
- Responsible for creating and leading RFP process for the Confederation's first-ever Digital Agency of Record
- Created, planned and fulfilled digital strategies for all of the Confederation's web, app, social media channels and competitions for 4,000+ matches
- Responsible for creating monetization solutions driving new sources of revenue for the Confederation and its partners
- Collaborated across brand, marketing, sales and broadcast department to find synergies to ensure alignment of company-wide goals and objectives

United Soccer Leagues (USL)

Integration and Activation Manager

Social Media Coordinator

Tampa, Florida, USA

Jun 2017 – Feb 2018

Jan 2017 – Jun 2017

- Successfully helped launch five new USL clubs by facilitating information, manuals and best practices to club owners and C-level executives
- Integrate new partners to USL supporting the Preferred Supplier Program, responsible for generating \$1.2M in the first year
- Created club specific roadmaps by identifying key pain points and removing barriers through problem solving
- Serviced United Soccer League and its clubs as a main point of contact within the league for all digital matters
- Community Manager covering all 300+ matches and 20+ clubs for 2017 USL season

Fort Lauderdale Strikers

Ticket Operations Manager

Marketing & Promotions Manager

Ft. Lauderdale, Florida, USA

Jan 2016 – Dec 2016

Feb 2015 – Jan 2016

Tampa Bay Rowdies

Public Relations and Communications Assistant

Intern

Tampa, Florida, USA

Jan 2014 – Dec 2014

Aug 2012 – Dec 2013

EDUCATION

Sport Business Institute Barcelona

Digital Transformation in Sport

Feb 2020

Barcelona, Spain

University of Tampa

Bachelors of Science in Sport Management and Business Administration

Aug 2011 – Dec 2014

Miami, Florida

SKILLS

- **Languages :** English (Native), Spanish (Native), Portuguese (Native)
- **Expertise:** Strategic Planning, Monetization, Creative, Content Strategy, Content Production, Account Management, Budgeting, Customer Service, Management and Leadership

REFERENCES

Heidi Pellerano

Chief Commercial Officer at Concacaf

heidi.pellerano@concacaf.org

Nicolás Castillo

Head of Soccer Operations at Tampa Bay

Rowdies

nicocastillo22@hotmail.com

Frédéric Fausser

CEO at Samba Digital

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