

SILVIA DRAGO



Contacts

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Thanks to my international background and my experience in dealing with multicultural clients, I am deeply committed to customer satisfaction and thriving in fast-paced, international companies where I can make a meaningful impact, especially through my knowledge of digital and communication techniques, my strength on web, press & celebrities' management and my great organizational skills.

Used to teamwork, precise and reliable, I take charge of projects and complete them with the utmost care and commitment. My background in digital design also makes me particularly suited to digital marketing and web media roles planning strategies, analyzing the workflow and creating reports. Strong adaptability and attitude to get involved and give my best at work. Solid experience in event management and celebrities' social media management. Passion for entertainment, leisure and sport, with specific interest in diversity & inclusion, especially in sports and competitions.

Working Experience

SPORT EXECUTIVE

09/2021 – in corso

Roma - IT

SOCIAL MEDIA MANAGER

Tasks: Global Event. Press-room management and international press lead. Collaboration and coordination of all teams, from journalists to catering and security. Influencer's social accounts management, analyzing accounts and websites, production of reports.

Events: Longines Global Champions Tour, Gran Premio della Liberazione, Global Champions Arabians Tour

TICKETONE

06/2021 – in corso

Roma - IT

EVENTS ACCESS MANAGEMENT

Tasks: management access to international events (BNL Internazionali di Tennis di Roma, World Padel Tour, Formula E, concerts)

FIDAL – Italian Athletics' Federation

04/2025 – 06/2025

07/2024 – 09/2024

HEAD OF TICKETING OFFICE AND PROMOTION – Golden Gala Pietro Mennea

Tasks: management of promotions dedicated to athletes and members, local promotion of the event, organization of the youth competition "Golden Gala In Comune".

TICKETING AND PROMOTION – GOLDEN GALA

Tasks: promotions' management for athletes and teams, ticketing management. Organization of the youth race "Palio dei Comuni".

FIDAL – Italian Athletics’ Federation 06/2024 – 07/2024 05/2022 – 02/2023 Roma - IT	HOSPITALITY – ATHLETICS EUROPEAN CHAMPIONSHIPS Tasks: management and organization of business hospitality for Casa Atletica Italiana, coordinating athletes, PR and press. COMMUNICATION MANAGER Tasks: press conferences organization and management, translation to and from English. Golden Gala’s social media accounts management, planning publications and reports, analyzing website and social media accounts. Hospitality management during the European Multisport Championship in Munich 2022.
SPECIAL OLYMPICS ITALIA 11/2024 – 03/2025 Roma - IT	COMMUNICATION SPECIALIST & MEDIA OPERATION Tasks: media management and content creation for the Special Olympics World Winter Games Turin 2025. Support to the LOC and Italian–English translations.
VEGAS EXPO – GLOBAL ENTERTAINMENT 05/2024 Roma - IT	HOSPITALITY – MOONBUG ENTERTAINMENT Tasks: meetings coordination for the teams (NA, EMEA, LATAM), stand management, clients welcoming, international PR & Press coordination
HONDA MOTOR EUROPE 10/2023 – 06/2024 Roma - IT	BUSINESS COMMUNICATION & PR - Automotive Tasks: management press, translation from and to English, event organization, creating press releases and invites. Analyzing website and adv campaigns.
BOREALE ASD 09/2022 – 09/2023 Roma - IT	SOCIAL MEDIA MANAGER Tasks: football teams’ social media management, creation of content, social media strategy, analysis and reports.
EC REAL ESTATE 05/2022 – 02/2023 Roma - IT	SOCIAL MEDIA & SPONSORSHIP MANAGER - Motorsport Tasks: Company’s and Athletes website and social media accounts management. From design to content to communication. Motorsport Talent’s image management through social media. Responsibility on sponsorships (scouting, sales and activations).
UEFA NATIONS LEAGUE 10/2021 Milano - IT	TV OFFICE Tasks: Broadcast Compound management.

UEFA EURO 2020 06/2020 – 07/2020 Roma - IT	MEDIA, OPERATIONS and SERVICES Tasks: organization of rooms for journalists, management of the press room, press box and journalist accreditation. Management of the photographers' area and organization of photographic positions on the sidelines.
DRAGO EST 11/2020 – 2022 Roma - IT	WEBSITE CREATION and EUROPEAN PROJECTS SUPPORT Tasks: creation of the company website through WIX platform, research and presentations on European projects carried out by the University Consortium of Industrial and Managerial Economics
SAM'S CHICKEN 06/2016 – 08/2016 Londra - UK	SALES ASSISTANT Tasks: customer service, from ordering to assembling sandwiches/menus and checkout, opening and closing of the shop.
ODDONO'S GELATI 06/2015 – 08/2015 Londra - UK	SALES ASSISTANT Tasks: customer service from ordering to the preparation of ice creams and cashier management, cafeteria service, open and closing the store.
AS ROMA UK FANCLUB 09/2014 – 06/2016 Londra – UK	MERCHANDISING MANAGER Tasks: customer service, subscription cards, merchandising preparation and sale, cashier management.

Education

- **Sport Integrity: How to Prevent and Counter the Risks of Manipulation in Sporting Events** | 09/2025 – Sport & Salute – Roma – IT
- **Ceremonial Protocol and the World of Sport** | 09/2025 - Sport & Salute, Scuola dello Sport – Roma – IT
- **MBA in SPORT'S LAW & MANAGEMENT** | 06/2021 – Link Campus University - CONI
- **BACHELOR DEGREE IN COMMUNICATION** | SCIENZA DELLA COMUNICAZIONE - Tor Vergata University – Rome – IT
- **TRAINING COURSE** | 03/2021 – 06/2021 – EYVOL – OLYMPICS – EUROPEAN UNION - *Discovering and enhancing transversal skills for and through sport volunteerism.*
- **A-LEVEL DEGREE** | 09/2014 – 06/2016 – **Ashbourne College** - London – UK
A-Level: Math, Economics, Media Studies, Photography, Italian, English and Spanish
- **GRAPHIC DESIGN COURSE** | 09/2014 – 06/2015 – **Ashbourne College** – London – UK
Creation of graphics for disc covers, creation of websites through the WIX platform, self-production of images from shooting to printing, creation of videoclips.
- **SCIENTIFIC HIGH SCHOOL** | 09/2010 - 06/2014 – Liceo Scientifico Vittorio Veneto – Milan – IT

- **IELTS CERTIFICATE** | 05/2016 – Fluent 7.0 – London – UK
- **SPANISH CERTIFICATE** | 06/2016 – Fluent C1 – London – UK

Skills

- **Management and Organization** – *Excellent organizational skills and team working experience in international teams; mentally sharp and fast in execution; used to work to reach company goals, committed and passionate to drive results.*
- **Communication** – *Excellent communication skills, strong at relationship building that has been developed along the years through the interaction with clients, colleagues, public, athletes and counterparts from all over the world. Master the digital communication.*
- **Computer** – Knowledge of **Office** package, **Adobe** and multiple **Internet platforms**. Proficiency with both **Mac** and **Windows** computers. Good knowledge of the **WIX** platform for websites and mobile apps creation. Experience in creating, editing, distributing and sharing of clips, trailers, professional images. Good knowledge of the **Canva** platform.
- **Language** - English: Fluent | Spanish: Fluent | Italian: Mother-tongue
- **Hobbies** – *I adore travelling, getting to know new places, new habits and traditions, different food and new people. Passion for music (play piano) and for sport in general (female and male football), skiing, ice skating and gymnastic. Love cooking and baking. Love sailing.*
- **Driving License** – Car license and Nautical license

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.