



EDOARDO COLLINA

DIGITAL MANAGER

ABOUT ME

Digital manager with more than 5 years of experience. I currently manage Social Media Team of Bologna FC 1909 with a specific focus on building digital strategies, activating digital assets and the right content to increase brand awareness and revenues.

WORK EXPERIENCE

BOLOGNA FC 1909
Bologna
Jul 2018 - Present

HEAD OF SOCIAL MEDIA

- Leading Bologna Social Media Team
- Leading consulting and creatives agencies
- Digital Marketing strategy
- Digital content ideation and production
- Digital partnership activation
- Social Media daily management
- Web 3.0 strategy
- App project management

YOU FIRST SPORTS
Milan
Mar 2018 - Jun 2018

MARKETING MANAGER

- Strategic consulting
- Sponsorship activation
- Event planning
- Team building for international companies
- Corporate hospitality
- Athlete management
- Club marketing and communication

A.S. ROMA
Rome
May 2014 - Sep 2014

SOCIAL MEDIA INTERN

- Digital strategy
- Content editing
- Social Media daily management: Facebook, Twitter, Instagram, YouTube
- Official Web Site updating

**TEO GAUDENZI
TENNIS CLUB**
Faenza
Jun 2008 - Sep 2013

TENNIS INSTRUCTOR

- Tennis lessons for different levels
- Events planning
- Administrative assistance

EDUCATION

**SOLE 24 ORE
BUSINESS SCHOOL**
Rome
2018

Master's Degree

**COMMUNICATION
STUDIES ALMA
MATER STUDIORUM**
Bologna
2016

Bachelor

Thesis Title: "Calcio e New Media, strategie di engagement"

LICEO VITTORIO

High School Diploma

ALFIERI
Bologna
2012

SKILLS

SOCIAL MEDIA

SOCIAL MEDIA ANALYTICS TOOLS

PRESENTATIONS/SLIDESHOWS

COPYWRITING

GOOGLE SUITE

LANGUAGES

ITALIAN



ENGLISH



SPANISH



EXTRA-CURRICULAR ACTIVITIES

KOMEN
Bologna
Sep 2016

● Volunteer

**UNITED NATION
SIMULATION**
Washington D.C, US
Oct 2015 - Nov 2015

● Model United Nation's Delegate

TEATRO (IN)STABILE
Bologna
Sep 2013 - Sep 2018

● Actor