



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.

PERSONAL DETAILS

Date of birth

Nationality
ITALIAN

In compliance with the GDPR and Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance to art. 7 of the above mentioned Decree.

WORK EXPERIENCE

BOLOGNA FC 1909
Bologna
Jul 2018 - Present

SENIOR DIGITAL MANAGER

- Leading Bologna Social Media Team
- Leading consulting and creatives agencies
- Digital content ideation and production
- Digital partnership activation
- Supporting marketing area in digital business proposal
- 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 ALFIERI
Bologna
2012

High School Diploma

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