

# MARCO MELOTTI

## EXPERIENCE

### **SMM | Fortitudo Bologna | 03/2023-current**

Social media management, strategy, creation and analysis with team focused on high engagement and brand growth

### **Content creator & strategist | UNDER ARMOUR Athletes | 2023-current**

Strategy and creation for social media content for UA campaigns x professional athletes

### **Content creation | NBA2k23 | 2022**

Video and graphics creation for the launch and promotion of NBA2k23

### **SMM | Fortitudo store & Fortitudo Academy | 2024-current**

Strategy and content creation (video+photo+graphics)

### **SMM/Media creator | Flats Service | 2023-current**

Physical&digital creation for the business events (MECSPE) & social media

### **SMM/creator x athletes | 2 olympic, 2 college and 2 euroleague athletes | 2020-current**

Social media management and creation, and partnership/collaborations strategist for different professional athletes in different sports/leagues

### **Collaborations on projects | Multiple media agencies | 2022-current**

Located in US/Denmark/France/Italy

## EDUCATION

### **University of Bologna | Management&Marketing | 2021-current**

Enrolled in UniBo for Economy Degree in Management&Marketing

### **High School Degree | Liceo Scientifico N.Copernico**

Scientific High School Education with focus on Applied Sciences

## SKILLS

- **Social media management, strategy, creation and analysis**
- **Pro Graphic design**  
(photoshop/illustrator)
- **Pro Videomaking**  
(Sony+DaVinci resolve)
- **Pro sport/portrait photography**  
(Sony A7iv/Sony a7sIII)
- **Clothing design/clothing brand strategy**  
(Photoshop/Illustrator)
- **Sport and athlete branding+ content creation**

## LANGUAGES & CERTIFICATIONS

- **English: native speaker level** (exchange student in USA and multiple works with international clients)
- **C1 Advanced by Cambridge Assessment English**
- **Dele Spanish Language Certification**