

Damiano Benzoni

Content creator

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Profile

I am a content creator, content manager and video producer with a strong journalistic background and an eye for storytelling. I have 5+ years of communication and marketing agency experience and 4 years experience as a video host and producer. I am a versatile communicator who can work on written, audio, video and graphic content.

Work experience

OneFootball GmbH / Video Host and Producer

MAY 2019 - MAY 2023, BERLIN (GERMANY)

- Took the **OneFootball Italia YT channel** from 10k to 140k subscribers, totalling 29.4 million views, setting the editorial tone of the channel and managing a **healthy and engaged community**.
- **Complete ownership** of the work cycle of the channel: planning, scripting, shooting, hosting, editing, publishing, moderating.
- Shout-out campaigns with **brands** (Huawei, New Balance, The Pitch)
- Took part to an international campaign for **Volkswagen** during **Euro 2020**, generating 346k views and 260k stories views
- Partnered with **Adidas** and the **Italian FA** for the launch of the **new Italy kit**, interviewing four Italian NT players in Coverciano and generating 357k in-app article reads and 42k in-app video views.
- Produced daily in-app short video content for the Italian newsroom, generating **5,4+ million views** over the course of a year
- Coordinated Italian in-app video content during the **2022 World Cup**, generating 400k views over the course of one month.

Mekko GmbH / Press Office and Content Manager

SEPTEMBER 2014 - APRIL 2019, LUGANO (SWITZERLAND)

- **Social media**, press office, videos, **campaigns**, magazines, blogs and web sites for different brands and artists (banking, industry, beauty, music, sports, food)
- **Integrated institutional campaign** concept, social media, copywriting and video creation for the launch campaign of the BCC Milano Bank
- Integrated campaign concept, copywriting and video creation for the **2017/18 season ticket campaign of FC Lugano** (Swiss Superleague)

Freelance / Journalist, Documentarist and Podcaster

SINCE 2006, COMO/ROME (ITALY)

- Officially registered freelance journalist in Italy since 2012
- Contributor to several media outlets: The Blizzard, When Saturday Comes, Il Giorno, Avvenire, Corriere del Ticino, Kosovo 2.0, Rugby!
- Editor-in-chief for the East Journal sports desk (2015-2016), for the web magazine Pianeta Sport (2010-2011) and for the Collettivo Zaire 74 series of football ebooks
- Created, filmed, edited and launched the football documentary *Petrolul Nu Moare*
- Blogger, podcaster, radio guest

Education

24ORE Business School / Master Sports Marketing and Communication
2017, MILAN (ITALY)

Università degli Studi di Milano / Bachelor's degree in Communication and Society
2012, MILAN (ITALY)

- Six months Erasmus stay at the Faculty of Political Sciences in Bucharest (Romania). Final grade 110/110.

Università degli Studi di Milano / Bachelor's degree in Science and Technology of Music Communication
2009, MILAN (ITALY)

- Final grade 107/110.

Spoken languages

ITALIAN: Native Speaker | **ENGLISH:** C1 | **GERMAN:** B1 | **ROMANIAN:** B2
I also studied Spanish, French, Russian and Arab.

Software

Operating Systems: Windows, MacOS, Android

Microsoft Office + Google Documents

Adobe Creative Suite (Premiere, Photoshop, Lightroom, Audition, InDesign, AfterEffects)

CMS (Wordpress, Joomla)

Interests

Music: I'm a guitarist, bass player and songwriter. I played in three punk-rock bands, as a solo artist and in a theatrical musical.

Photography: I'm a keen sports and street shooter, both digital and 35 mm film

Sports: I love football, rugby, basketball and waterpolo. I played rugby as a lock/flanker/number 8 and was vice-captain of the Amatori Tradate 2nd XV. I taught rugby lessons in schools.