



MARIA RITA LABROCCA

SOCIAL MEDIA SPECIALIST

CONTACT

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Maria Rita Labrocca

EDUCATION

2021 - 2022
UNIVERSITY OF UDINE
II° Level University Master's Degree in Sport Administration, Marketing thesis: "More than 'Just a Videogame'. Esports Neuromarketing and the Udinese Esports' project".

2020 - 2021
UNIVERSITÀ OF PADUA
II° Level University Master's Degree in International Corporate Law

2015 - 2020
UNIVERSITY OF UDINE
Law Degree, 110/110

★★★★★ SKILLS

- Project management
- Content strategy
- Esports marketing
- Social media marketing

LANGUAGES

- 🇮🇹 Native language
- 🇬🇧 Upper intermediate

SUPER POWERS

Social media and esports specialist with superpowers: ⚖️ as precise as a lawyer, 🧠 critical thinker (especially during ranked games), 🙌 professional meme creator, 🧑 Women In Games Ambassador (to support women's work in gaming industry), 🎯 finesse shot as personal PlayStile+.

WORK EXPERIENCE

Parma Calcio 1913

AUGUST 2023 - PRESENT

Social Media Specialist

- Strategic management of Parma Esports project and social media platforms: thanks to an ad hoc content strategy focused on creating a strong gaming community, Parma Esports has now the **biggest esports and gaming social media community in Italy for a Professional Football Club** (+600% fan base growth since August 2023). Main videogames: FC, Fortnite, Brawl Stars;
- Social media's data monthly analysis and reporting;
- Management of public relations with content creators and influencer to develop innovative social media marketing campaigns, external agencies and freelancers;
- Project management of commercial digital activations: coordination of the whole project of a commercial shoot, from the initial idea shared with the partner, to the planning of the shoot to the final release, involving both Male and Women's First Team.

Udinese Calcio

JULY 2022 - JUNE 2023

Social Media Specialist - Internship

- Editorial management of Udinese Esports social media channels and creation of digital content, such as: daily contents on the latest videogames releases, fan engagement activities (surveys, live streaming on Twitch), digital activities during the Udinese Calcio's Serie A match days;
- Organization of esports events and tournaments, both online and offline;
- Managing relations with pro players, creators and influencers for the creation of social media contents;
- Social media community management.

Court Internship

JAN. 2021 - JUNE 2022

Court of Pordenone, Criminal Law Department