

MARIA RITA LABROCCA

SOCIAL MEDIA SPECIALIST

CONTACT

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in Maria Rita Labrocca

EDUCATION

2021 - 2022 **UNIVERSITY OF UDINE**

2020 - 2021 UNIVERSITÀ OF PADUA

UNIVERSITY OF UDINE

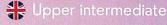
Law Degree, 110/110

☆☆☆☆☆ SKILLS

LANGUAGES



Native language



SUPER POWERS

lawyer, critical thinker (especially during ranked games), 6 professional meme creator, **3** Women In Games Ambassador (to support women's work in gaming industry), Regional 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
- 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