

Claudia Fasano

Strategic content, engagement, content marketing and storytelling

 Maastricht, NL

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 [LinkedIn](#)

 [Portfolio](#)

Profile

Focused on driving impact, visibility, and meaningful engagement through compelling storytelling and data-driven content strategies.

Education

MA, Media Studies: Digital Cultures
Maastricht University, Netherlands

MA, Live Performing Arts
University of Bologna, Italy

BA, Performance and Communication Studies
University of Pisa, Italy

Languages

Italian
Native speaker

English
Proficient user

French
Pre-intermediate user

Skills

- Social media strategy and engagement
- Digital Marketing
- Copywriting
- Storytelling
- Analytics & SEO
- Project Management
- Web and Graphic Design

Work experience

MARCH 2024 - NOW

MARKETING & COMMUNICATIONS MANAGER
EUROPEAN JOURNALISM CENTRE

- Developed and executed multi-channel campaigns including social media, email marketing, and targeted newsletters
- Strengthened organisational storytelling by creating engaging multimedia content, enhancing brand narratives and community engagement.
- Managed promotional campaigns for significant industry events such as News Impact Summit and Climate Journalism Award.
- Conducted comprehensive analytics (social media, web, newsletters) to optimise content effectiveness.

SEPTEMBER - DECEMBER 2023

INTERNSHIP | MARKETING & COMMUNICATIONS MANAGER, PUBLIC RELATIONS
SBE DEXLAB

- Led the redesign of the organisation's website, significantly improving user experience and aligning content with academic objectives.
- Developed and managed social media calendars and outreach campaigns tailored to academic and industry audiences.

2016 - 2019

SOCIAL MEDIA AND COMMUNITY MANAGEMENT, AUDIENCE DEVELOPMENT ASSISTANT
POLICARDIA TEATRO

- Developed targeted audience engagement strategies, using storytelling to enhance community interaction and theatre enrolments.
- Executed effective organic and promotional marketing strategies to grow online and offline communities.

2011 - 2015

VOLUNTEERING, SOCIAL MEDIA MANAGER
VARIOUS ORGANISATIONS

- Managed digital media, public relations, and social media campaigns to boost visitor engagement and organisational visibility.