

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
- Digital storytelling
- Web and graphic design
- Public relations and media outreach
- Fundraising strategy
- Analytics & SEO
- Project management

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.

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.

2019 - 2023

CUSTOMER CARE AGENT TELEPERFORMANCE BENELUX

- Provided customer service support, handling warranty claims, shipping assistance, returns and refunds, product information, account management, and resolving general inquiries and complaints.

2016 - 2019

SOCIAL MEDIA AND COMMUNITY MANAGEMENT, AUDIENCE DEVELOPMENT ASSISTANT, FUNDRAISER 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.
- Assisted in drafting proposals for fundraising initiatives and competitive bids, including project plans, budgets, and impact projections