

TERESA MADONIA

Communication and Social Media Manager / Content Creator



Hi

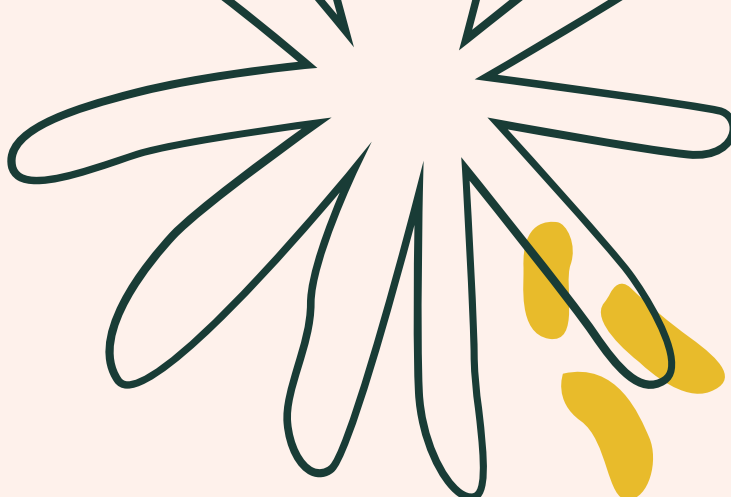
I'M TERESA MADONIA

ABOUT ME

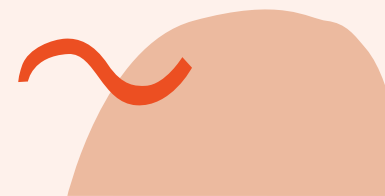
Graduated in Publishing, Multimedia Communication and Journalism – with specializations in social media management and graphic design – I have long been working with companies, individuals, associations/foundations, and political institutions.

An expert in institutional relations and political communication, over the years I have broadened my skills, standing out for my creativity in content creation, corporate storytelling, and editing of various types of texts.





My specializations

- 
- April 2024 – **Graphic Design**, California Institute of the Arts
 - February 2024 – **Inkscape**, Coursera Project Network
 - November 2019 – **Web and Social Media Marketing**, La Sapienza University, Rome
 - April 2019 – **Social Media Management and Web Marketing**, Future Academy, Verona
 - February 2018 – **Web Editing and Web Publishing**, Business School 24, Milan
 - September 2016 – **Editorial Writing**, First Master, Rome
 - March 2013 – **SEO Editing**, Fastwell, Albano Laziale (Rome)
 - May 2011 – Master's Degree in **Publishing, Multimedia Communication and Journalism**, University of Tor Vergata, Rome
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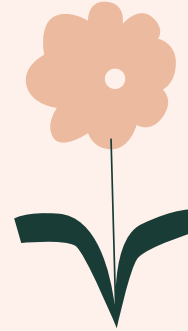
My main skills



Creativity



Writing / Storytelling



Analytical skills



Organization



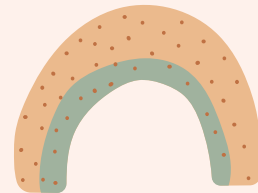
Platform knowledge /
Staying updated



Inner qualities



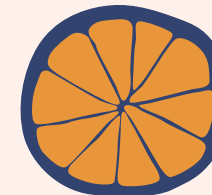
Self-discipline



Resilience



Empathy



Mental flexibility



Curiosity





Some of my PROJECTS

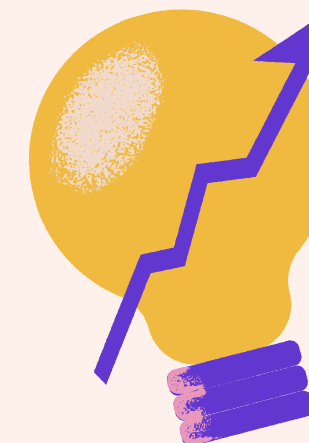
FROM MY FIRST WORKS TO TODAY



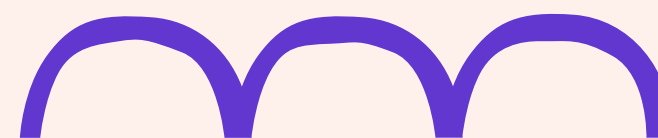


Accademia di recitazione

(Acting Academy)
Genzano di Roma (Rome)



Creative management of social media content to showcase the students' talent and promote the academy's educational offering, with a strong visual identity and active engagement with the local community.





Drinservice – Service Agency

Genzano di Roma (Rome)

Content creation for the website and social channels, with a special focus on promoting events organized or supported by the agency. A storytelling approach aimed at highlighting key moments, engaging the audience, and strengthening the brand identity through compelling visual narratives.





Barbara Mazzali – Representative of Hunters



Lombardy

Social media management with tailored content, combining political communication, institutional updates, and active interaction with the community.



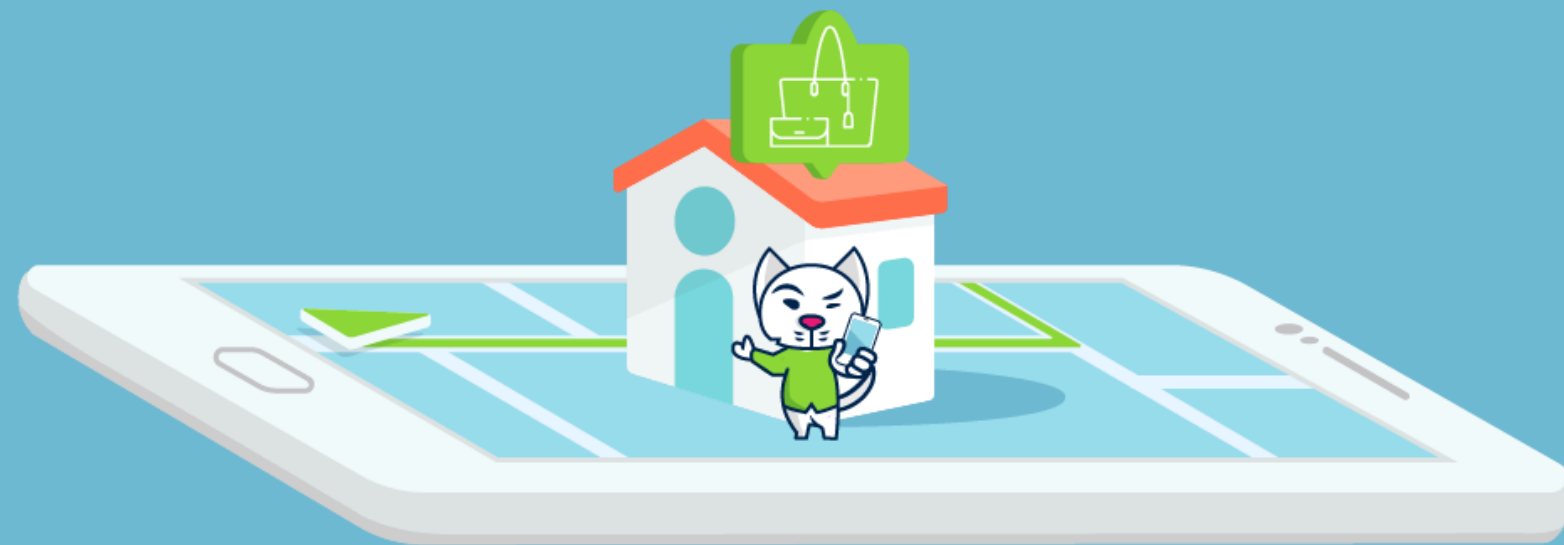
Feezup

Buy & Sell App Startup

Chiavari

Storytelling and content creation for website and social media. A fresh and engaging language to explain the app's mission and share real user stories, building trust and sparking curiosity.

VUOI ACCRESCERE LA TUA ATTIVITÀ?
LANCIA LA TUA PRIMA OFFERTA



FEEZUP
A DICEMBRE

LO SAPIAMO
ASPETTARE I SALDI,
MA ANCHE FEEZUP!

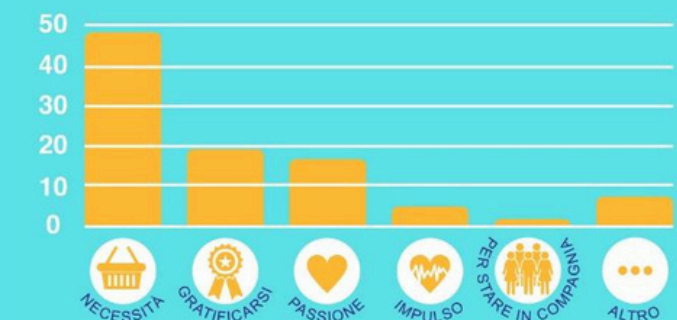


FEEZUP

GLI ITALIANI AMANO FARE SHOPPING



PERCHÈ ACQUISTANO?



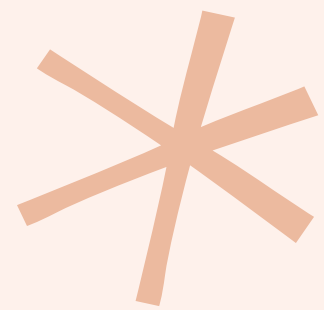
AGLI ITALIANI PIACCONO LE PROMOZIONI



FEEZUP

Fonte: Indagine Lorien Consultin S.r.l. per Neinver (maggio 2018)

Digital Partner – Digital Services Agency



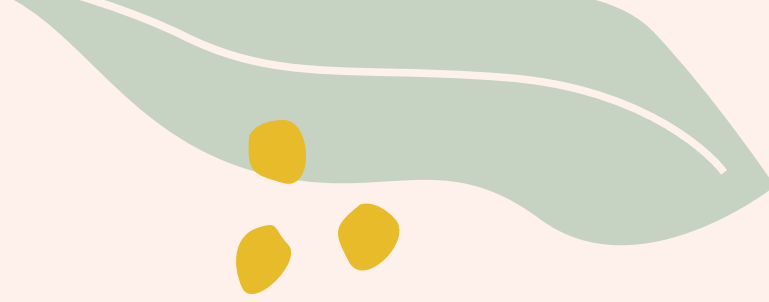
Brescia

Website copywriting with a focus on tone of voice, clarity, and SEO optimization. A project aimed at communicating expertise and innovation in the digital field.



digital partner





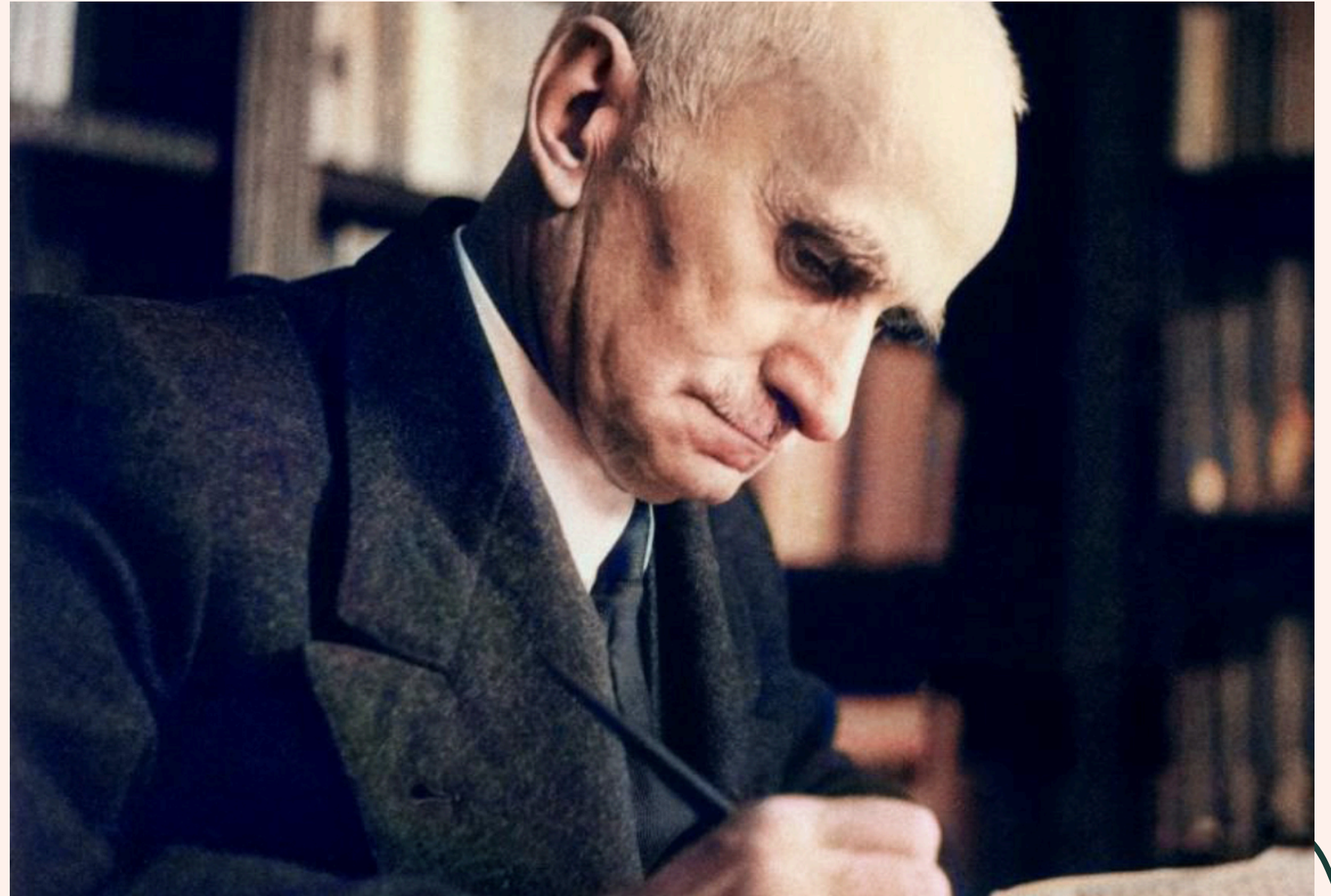
Luigi Einaudi Foundation

Institutional Communication

Rome



Drafting of written content aimed at promoting the Foundation's activities to institutions and key stakeholders, with the goal of strengthening its role in the public debate. The texts, intended for official documents, presentations, and informational materials, highlighted projects, research, and events using clear language tailored to institutional dialogue.



Parliamentary Groups

– Chamber of Deputies and Senate of the Republic



Rome

Drafting of written content to support parliamentary activity, with a focus on key legislative issues. The work included the preparation of dossiers, legislative summaries, and in-depth texts aimed at assisting members of Parliament in their interventions and positions. The materials produced were also used by the communication department to develop content for the political communication of the group or party.

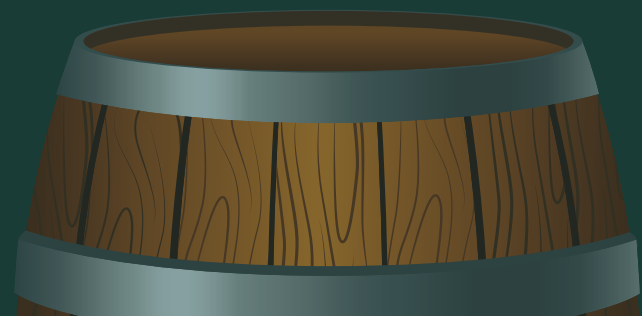




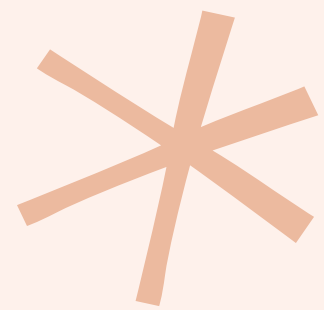
Rummeria Los Portales

Marino Laziale

Website content and corporate storytelling to reflect the Caribbean roots and unique atmosphere of the venue, highlighting the brand identity and quality of the customer experience.

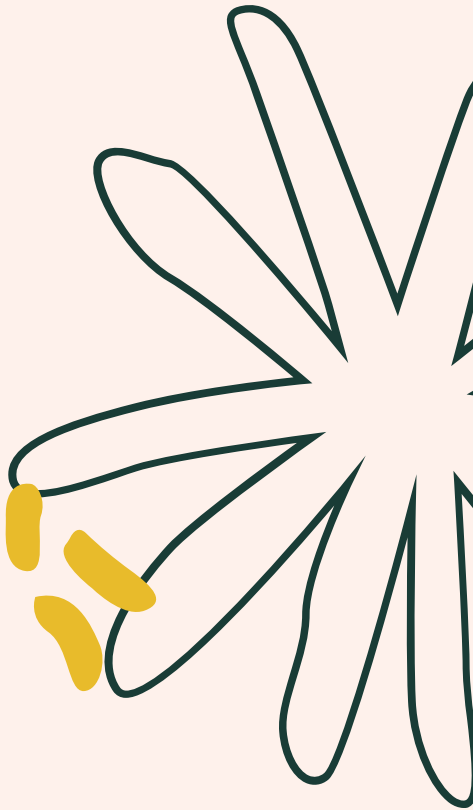


Il Viaggiatore Letterario – Travel Agency



Rome

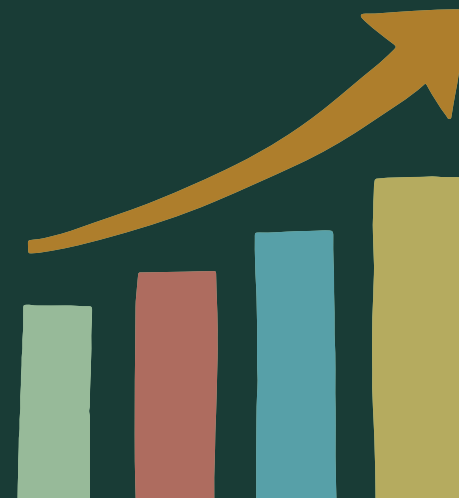
Creation of inspirational social content that blends the charm of literature with the joy of discovering new places. A journey that starts with words and leads to the world.



Metodo Maugeri - Hotel Management

Rome

Development of marketing content to showcase a training and professional development approach dedicated to the hospitality industry, focused on credibility and innovation.



Lanuvio Librintorno

Literary Festival in the Medieval Village

Lanuvio

Planning and management of social media communication for the first edition of the event: content creation, geo-targeted sponsored campaigns, and live coverage. Excellent results in terms of visibility and engagement, with strong public participation from the very first edition.

"I libri sono riserve di grano da ammassare per l'inverno dello spirito"
- Marguerite Yourcenar -

 **LIBRINTORNO**

In collaborazione con:
  

SABATO 19 SETTEMBRE	DOMENICA 20 SETTEMBRE
LEGGERE/SCRIVERE Apertura con saluti istituzionali h. 10.00 - TAVOLA ROTONDA: "Leggere/Scrivere: un approccio terapeutico" PARCO DELLA RIMEMBRANZA RELATORI • Giacomo Tortorici direttore Consorzio Sistema bibliotecario Castelli romani - SBCR • Federico Trentanove antropologo, Società Italiana di Medicina Narrativa - SIMeN • Elena Sbaraglia psicologa, Magio Blue Ray • Dario Amadei medico e scrittore, Magio Blue Ray • Simone Tempia scrittore - Presentazione: "Storie per genitori appena nati" - ANTEPRIMA	SEZIONE GRAPHIC NOVEL ARTE E BELLEZZA 10.00 - Alessandro Bacchetta - "Raffaello" PARCO DELLA RIMEMBRANZA AMORE E NON SOLO 11.00 - Assia Petricelli e Sergio Riccardi - "Per sempre" PARCO DELLA RIMEMBRANZA
ARTE E BELLEZZA h. 17.00 - Francesco Pinto - "L'uomo che salvò la bellezza" PARCO DELLA RIMEMBRANZA RACCONTI DI VITA h. 18.00 - Romana Petri - "Figlio del lupo" PARCO DELLA RIMEMBRANZA RINASCITE h. 19.00 - Filippo Nicosia - "Come un animale" FONTANA DEGLI SCOGLI CONCERTO h. 21.30 - Bandalarga in concerto: "Senza tempo" PARCO DELLA RIMEMBRANZA	RACCONTI DI VITA h. 17.00 - Aurelio Picca - "Il più grande criminale di Roma è stato amico mio" PARCO DELLA RIMEMBRANZA LA FORZA DELLE DONNE h. 18.00 - Cinzia Leone - "Ti rubo la vita" PARCO DELLA RIMEMBRANZA PASSIONI h. 19.00 Sandro Bonvissuto - "La gioia fa parecchio rumore" Daniele Manusia - "Daniele De Rossi o dell'amore reciproco" FONTANA DEGLI SCOGLI RINASCITE h. 20.45 - Daniele Mencarelli - "Tutto chiede salvezza" PARCO DELLA RIMEMBRANZA

INGRESSO LIBERO CON PRENOTAZIONE E REGISTRAZIONE, FINO A ESAURIMENTO POSTI.

 **PER INFO E PRENOTAZIONI eventbrite**
O SCRIVI SU  **AL 391 379 3954**

IL SINDACO LUIGI GALIETI
L'ASSESSORE ALLA CULTURA ALESSANDRO DE SANTIS
IL DIRETTORE ARTISTICO TERESA MADONIELA

MANIFESTAZIONE ORGANIZZATA NEL RISPETTO DELLA NORMATIVA ANTI-COVID 19.





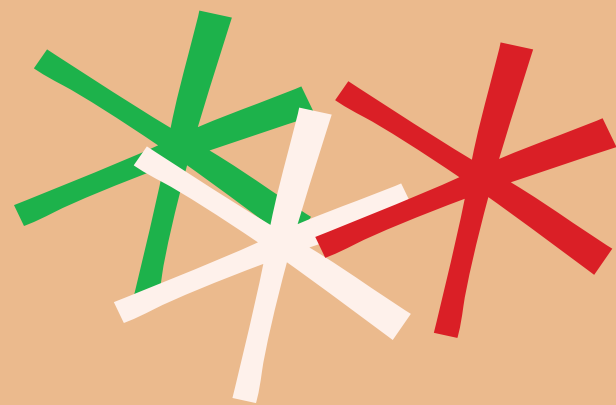
Castelli CULT - Cultural Association

Genzano di Roma (Rome)

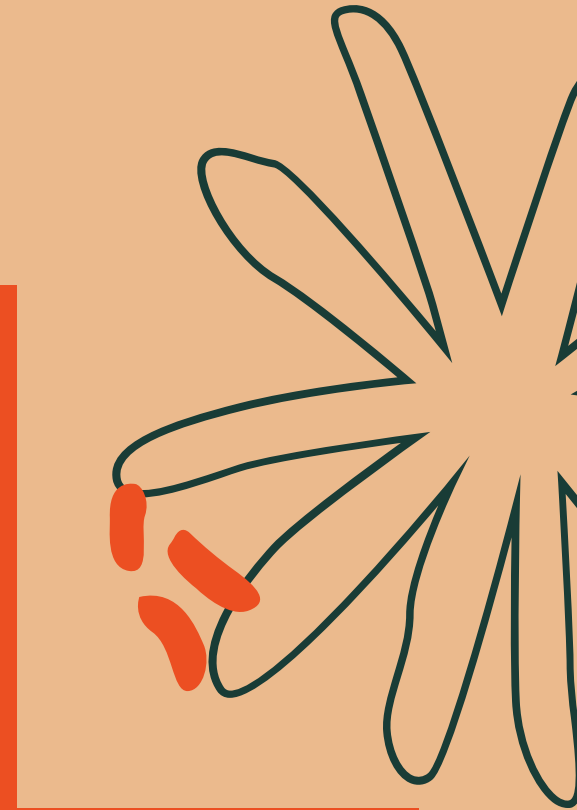
Managed the association's social media channels, creating content focused on event promotion, cultural enhancement of the territory, and increasing online engagement.



Italian Consulate – Munich



Creation of social media content and editorial series offering cultural insights and practical services for Italians abroad, making the Consulate a more present and accessible institution.





Punto Italiano – Private Italian Language School

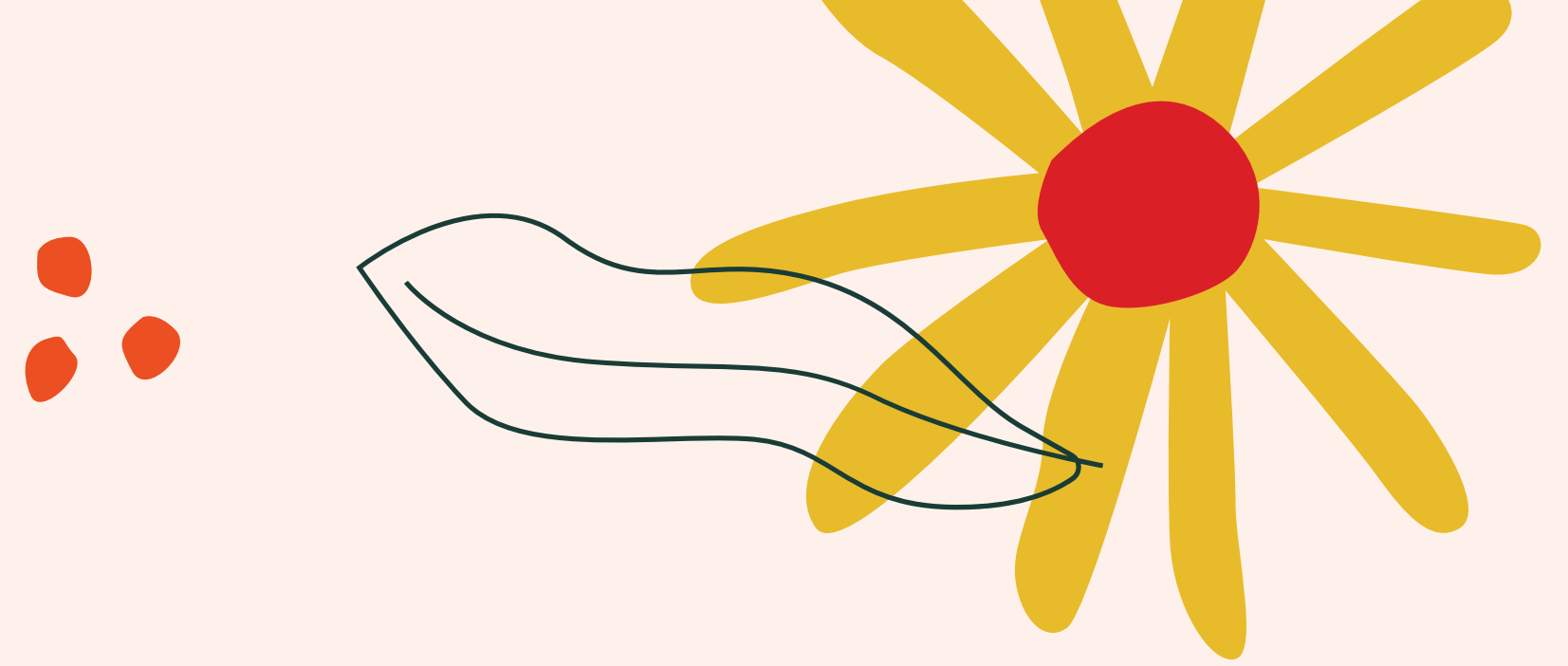
Munich



Management of cultural content and social media series aimed at engaging learners of all levels, promoting Italian language and culture in a dynamic and accessible way.

DIGITAL STRATEGY

Tailored Strategies, Real Results



Every project needs a clear direction. I've designed and implemented customized digital strategies focused on concrete goals: increasing brand awareness, growing communities, driving real engagement, and boosting measurable conversions. From initial analysis to content planning and campaign optimization – every decision is data-driven and designed to make an impact.





Graphic Services

Design of polished and versatile graphics for posts, carousels, infographics, flyers, and posters, aimed at enhancing content both online and offline. Creation and editing of videos for dynamic and engaging communication.

TOOLS USED: CANVA, CAPCUT, AND INKSCAPE.





Want to grow on social media?

GET IN TOUCH WITH ME!



E-MAIL

teresa.madonia@yoursocialmedia.eu

