

Sabina Paci

Digital Content Manager

+39 3804773932
sabina@paci.it
Via Umberto Terracini 1, Rignano sull'Arno (Florence, Italy)
sabina.paci.it
LinkedIn - Sabina Paci

Languages

Italian - Native
English - Native
Spanish – Advanced

Skills

Social Media Management: creation and management of editorial calendars and social media strategies to increase visibility and engagement, supported by performance analysis.

Content Creation & Editing: studio and on-location photography experience, including post-production using Canva, Adobe Photoshop, Lightroom, Express, and CapCut to produce high-quality short-form video content.

Copywriting & Newsletter: creation of persuasive copy aligned with the brand's voice, for both online and offline content.

Marketing & Advertising: management of Meta Ads and DEM campaigns, with a focus on performance optimization.

IGenerative AI: use of Adobe Firefly, ChatGPT, and other generative AI tools to streamline creative processes and optimize workflows.

Brand Identity: development and management of brand identity through visual and communication strategies.

Courses & Training

- **Photography Course** – SOCAPA at NYU
- **Adobe Content Creator** Specialization
- **Workplace Safety** Course
- **GDPR** Data Protection and Security Course
- **BLS** Basic Life Support – Introductory Health Course

Additional Information

Driving license: Category AM, B. Own vehicle

Work experience

Digital Content Manager — Arredamenti Santiccioli

Bagno a Ripoli | May 2024 – Present

Creation of digital content and newsletters, website management, and marketing activities within the interior design sector.

Social Media Manager

January 2024 – Present

Independent freelance work in content creation and social media management for various clients.

Content Creator — Suite Communication

Florence | September 2023 – October 2023

Content creation and social media management for small businesses based in Florence.

Social Media Manager — Brand Factory

Terranuova Bracciolini | May 2022 – July 2022

Social Media Manager, Content Creator, and Copywriter for multiple brands.

Social Media Manager — SEM Manager

Florence | February 2022 – March 2022

University curricular internship as a Social Media Manager, Content Creator, and Copywriter for social media channels and the online magazine by Beautynette.

Education

Guglielmo Marconi University — First-Level Master's Degree

in Marketing and Communication Management

October 2025 – Present

University of Florence, Florence — Bachelor's Degree in

Political Science, Communication and Media

Erasmus+ study semester at Universidad Complutense de Madrid.

September 2019 - November 2023

I authorize the processing of personal data contained in my curriculum vitae on the basis of art. 13 of Legislative Decree 196/2003 and art. 13 GDPR 679/16.

