

PORTFOLIO

Sabina Paci

DIGITAL CONTENT
MANAGER

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Contatti

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 sabina.paci.it



About me

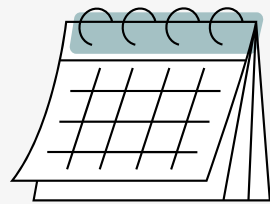
I'm Sabina Paci, a Digital Content Manager with a focused approach to digital communication and strategic content creation.

I specialize in developing and managing digital content, helping brands and professionals build an authentic and engaging identity.

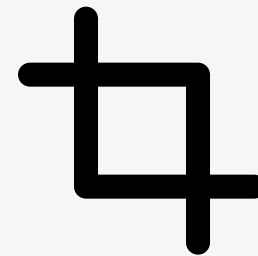
My journey began with managing Facebook pages and Tumblr blogs, eventually leading me to specialize in content creation for platforms such as TikTok and Instagram. Today, through a blend of storytelling, design, and targeted strategies, I transform ideas into effective content that captures attention and creates value.

I believe in the balance between creativity and analysis to craft content that not only tells stories, but also achieves concrete goals.

Skills



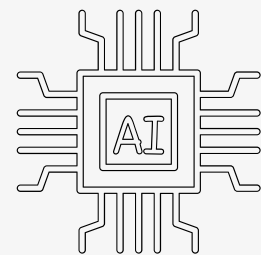
Creation and management of editorial plans and social media strategies.



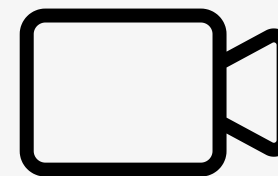
Photography experience with post-production using Canva and Adobe.



Copywriting: crafting texts aligned with the brand's voice and tone.



Use of Adobe Firefly, ChatGPT, and other generative AI tools to optimize creative workflows and timing.



Ripresa e montaggio di video brevi pensati per piattaforme come TikTok, Instagram e YouTube.

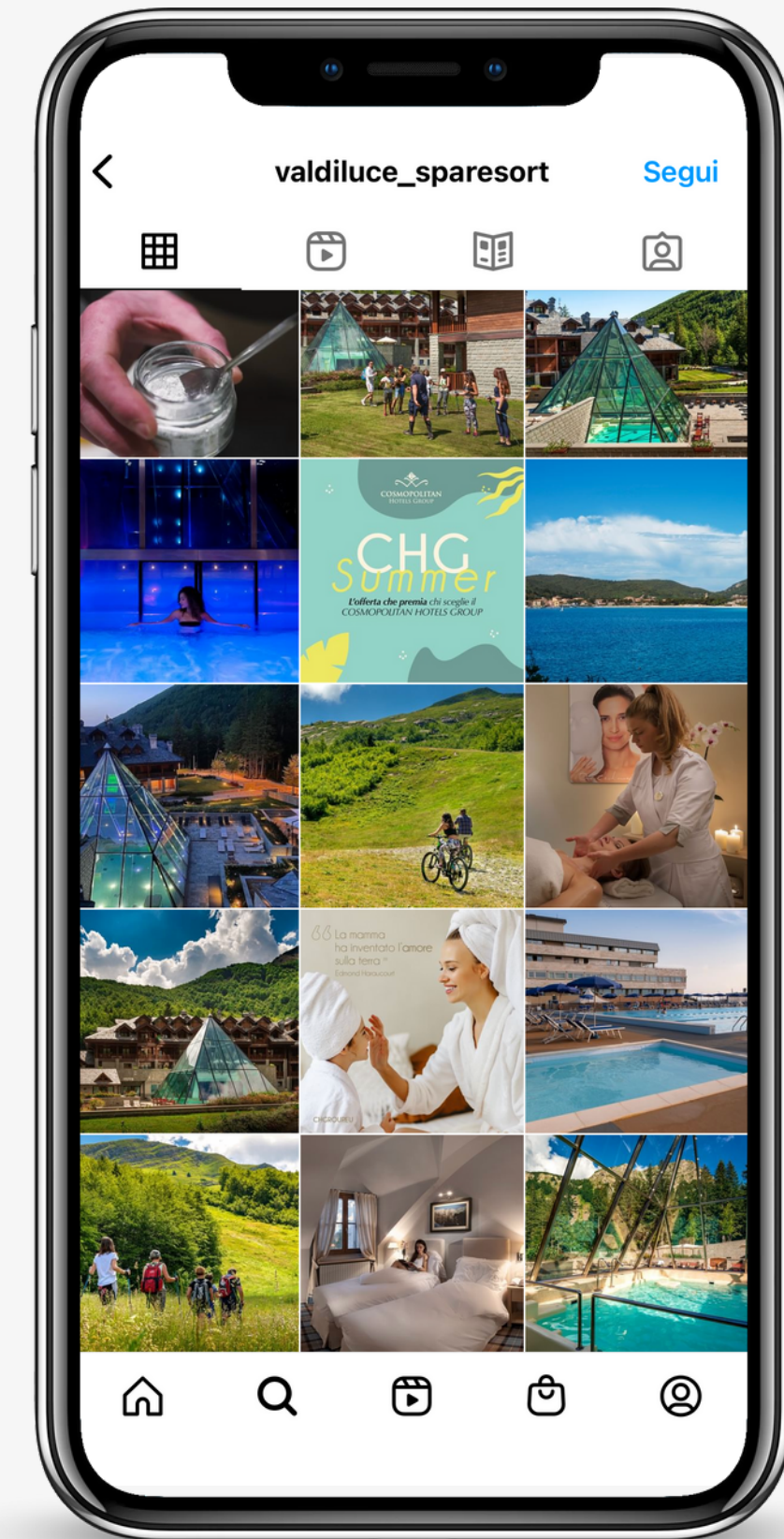
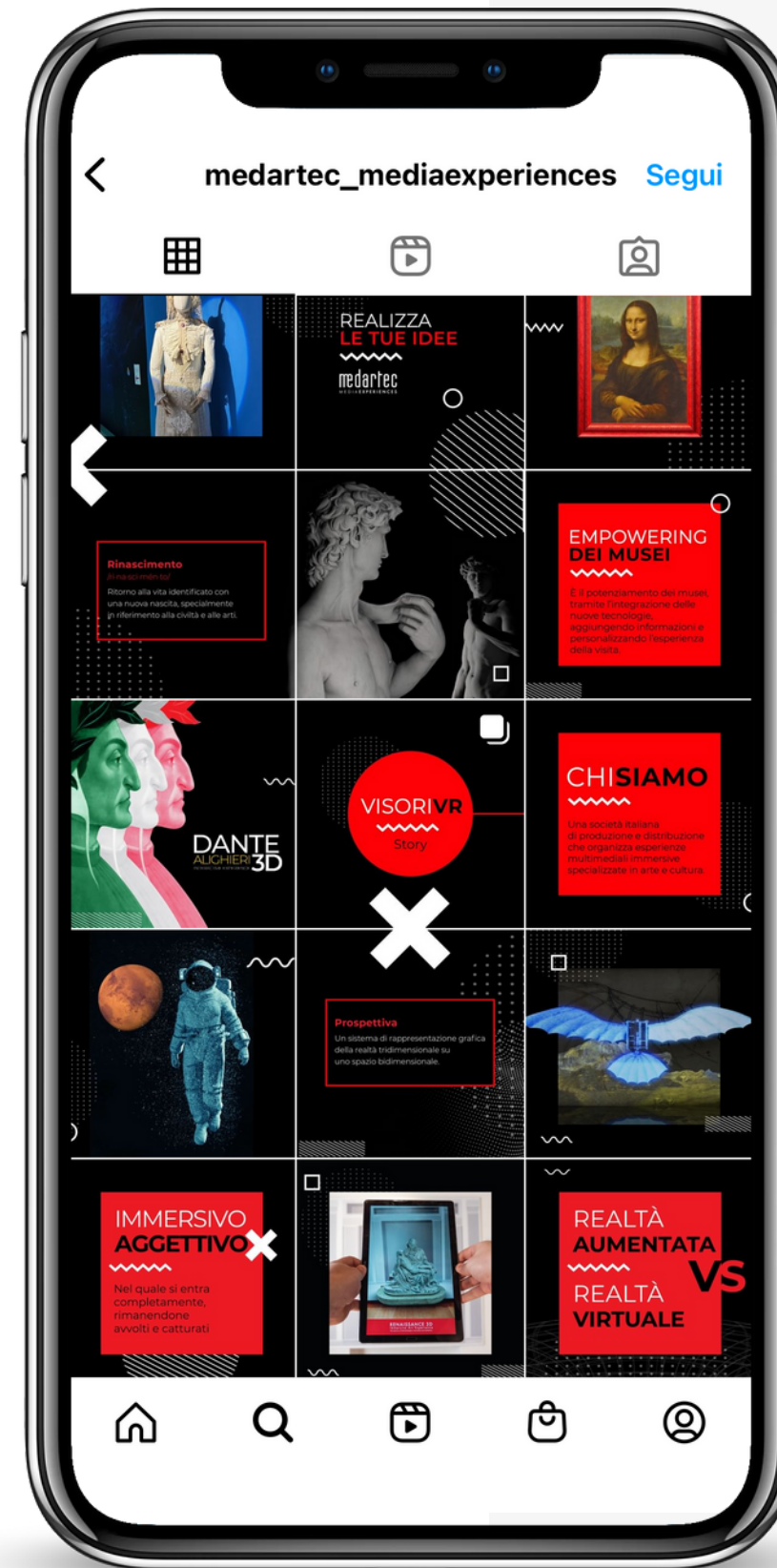


Design and management of Meta advertising campaigns and DEM, with data analysis and performance monitoring.

Experience

Defining Brand Identity

During my experiences, I have worked with various companies to develop and refine their communication and visual identity, ensuring consistency between their social media presence and core brand values.



Experience

Social Media Copywriting

I create and adapt customized narratives aligned with each brand's identity, ranging from clear and accessible tones to more elegant and formal communication.



medartec_mediaexperiences Oggi la realtà si allontana sempre di più dalla sua classica concezione di "effettiva esistenza in contrasto con l'illusorietà". Grazie al progresso tecnologico, si stanno sviluppando realtà diverse come quella aumentata e quella virtuale.

Ma qual è la differenza? 🤔

📌 Con "realtà aumentata" si intende l'amplificazione del mondo reale tramite la presenza di contenuti digitali. Mentre per "realtà virtuale" la sostituzione assoluta del mondo terreno da parte di un ambiente digitale.

Durante le nostre esibizioni è possibile confrontare le diverse realtà grazie all'ausilio tecnico del visore o di app e ologrammi.

Vieni a sperimentarle!

#medartec #medartecdistribution
#medartecmediaexperiences #realtàaumentata
#realtàvirtuale #virtualreality #augmentedreality
#visore #app #ologrammi #arte



medartec_mediaexperiences Quando si inizia a parlare di Visori VR? 🎮

📌 Nel 1935.

È il racconto breve The Pygmalion's Spectacles ad aprire le porte verso la realtà virtuale, mentre nel 1962 fa il suo esordio il Sensorama: il primo macchinario ideato per il cinema d'esperienza. Negli anni '90 varie aziende come Sony, Apple e Nintendo rilasciano i primi effettivi visori VR, successivamente ottimizzati.

Con Medartec puoi vivere momenti unici anche grazie all'ausilio di questi visori!

#medartec #medartecmediaexperiences #visorivr
#vrtimeline #realtàvirtuale #augmentedreality



medartec_mediaexperiences Nella notte tra il 21 e il 22 agosto 1911 l'italiano Vincenzo Peruggia rubò dal Louvre la Gioconda di Leonardo da Vinci, compiendo il furto d'arte più famoso della storia. 🖼️

Peruggia, convinto che secoli prima Napoleone avesse rubato la Monnalisa, voleva restituire il celebre quadro alla legittima proprietaria: l'Italia. 🇮🇹

Tale patriottismo lo rese così simpatico agli occhi dei cittadini che al momento del processo il pubblico sperava in una pena più indulgente.

Scopri tutto sulla Gioconda e Leonardo Da Vinci insieme a Medartec. ✨

Mostre interattive e coinvolgenti ti aspettano!

#medartec #medartecmediaexperiences
#realtàaumentata #leonardodavinci
#augmentedreality #monnalisa #gioconda
#adessoridaccilanostragioconda

@medartec_mediaexperiences

Experience

Editorial Copywriting

I craft editorial pieces that blend storytelling, visual culture, and brand identity, with a strong focus on research, tone of voice, and reader experience.

For Arredamenti Santiccioli, I have written various articles, exploring projects, events, and design trends through a narrative and visually driven approach aligned with the brand's identity.



Milano-Cortina 2026: Edra designs the furnishings for Casa Italia

For the Milan-Cortina 2026 Winter Olympics, Edra is participating in the Casa Italia project with a curated selection of furnishings that highlight the role of Italian design in reception and representational spaces.

Jan 2, 2026 • Sabina Paci



Women in Design: The Leading Figures of the 20th and 21st Century

This Women's Day, we honor some of the visionary women who have shaped design, breaking barriers and redefining aesthetics, while their legacy continues to inspire generations.

Mar 8, 2025 • Sabina Paci

Experience



Short-Form Videos

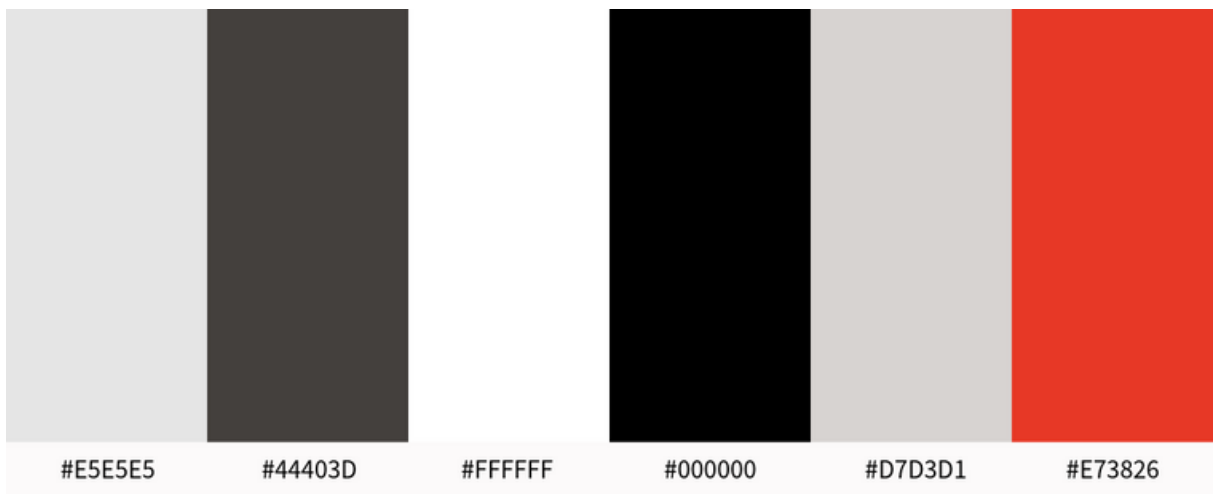
I create short-form video content for platforms such as TikTok, Instagram, and YouTube, combining humor, storytelling, aesthetic, and clear messaging to quickly capture audience attention. Each video is designed to be engaging, shareable, and aligned with the brand's identity.



You can find selected examples of my work via the dedicated link or by scanning the QR code.

<https://sabina.paci.it/portfolio/>

Brand kit



My proposal for the design studio Arredamenti Santiccioli, developed in continuity with the original color palette and logos that have defined the studio since its foundation.

Project

Proposal for Osteria Belle Donne

For Osteria Belle Donne, I created the editorial concept “Iconic Belle Donne,” inspired by the restaurant’s name itself.

Monthly carousels highlight culinary curiosities linked to iconic women such as Sophia Loren, Gina Lollobrigida, and Audrey Hepburn.

A format designed to celebrate the connection between femininity, culture, and cuisine, strengthening the brand’s identity through refined and evocative storytelling.



“What if Sophia Loren were a Belle Donne dish?

She would undoubtedly be a plate of spaghetti with clams and bottarga: elegant, bold, and irresistibly Mediterranean.

One bite... and you can almost smell the atmosphere of Italian cinema in the 1960s.



Project



2023



2024

Advent Calendar for Simona Cioffi – Al Ventisei

For Simona and her online shop, I designed a social media Advent Calendar aimed at strengthening community engagement. One post per day throughout December features, beneath the cover, exclusive looks, style tips, and new holiday arrivals, presented through carousels or reels. A festive format crafted to delight followers, encourage interaction, and celebrate the holiday season while showcasing the brand's products.

Campaign Design and Performance Analysis

Social Campaign “Le Bambole”

Platform: Meta Ads

Objective: Increase profile traffic and engagement

- 509 link clicks → strong volume of generated traffic
- €0.15 average CPC → aligned with industry benchmarks
- 22,700 impressions → solid visibility and reach
- 14,514 users reached → effectively engaged target audience
- 590 total interactions → excellent overall engagement rate

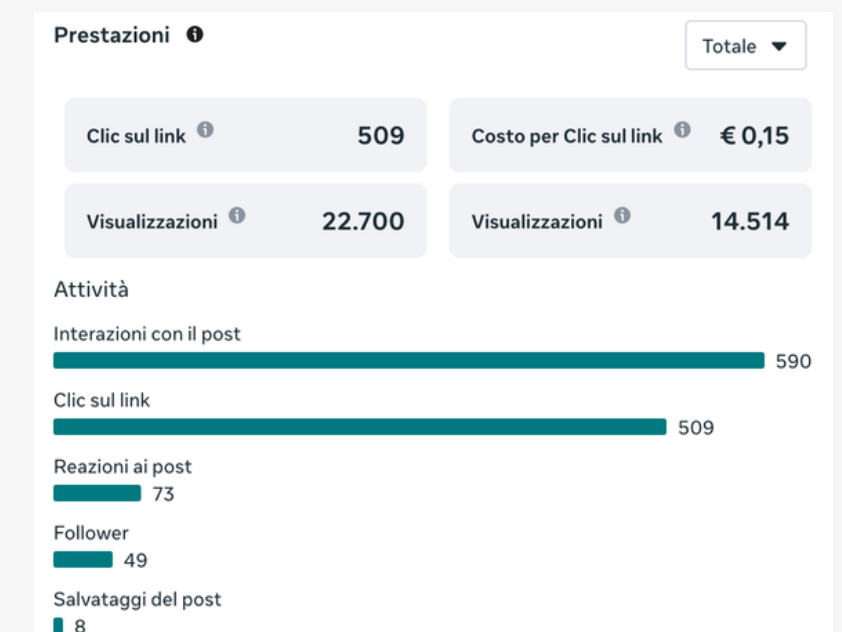
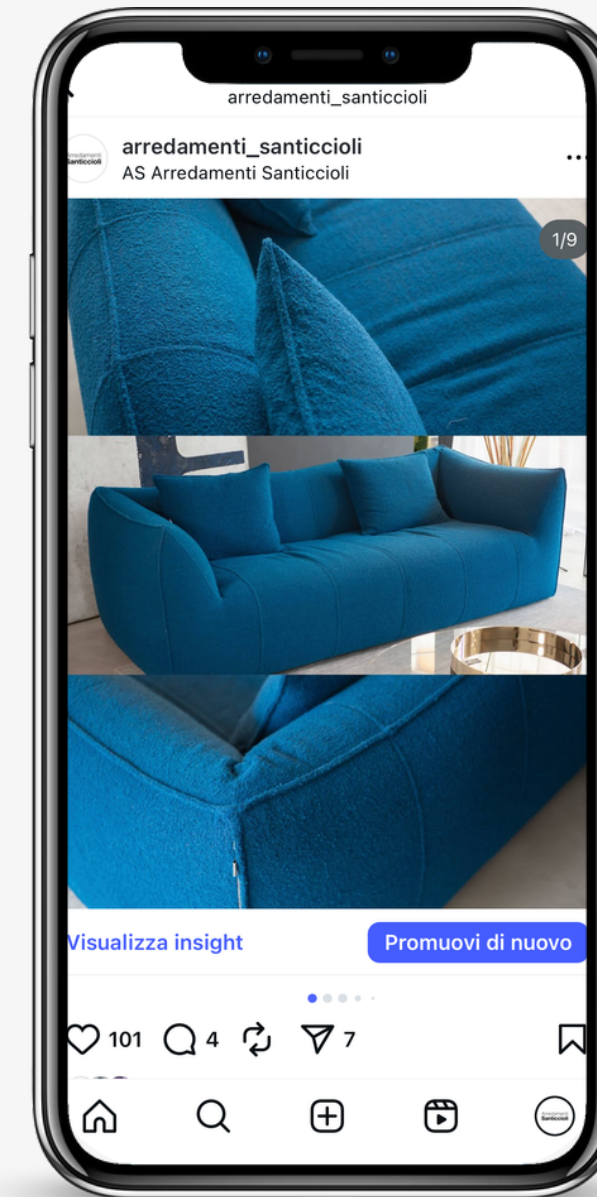
Performance:

- 73 reactions
- 509 clicks
- 49 new followers
- 8 saves

Analysis:

The campaign was designed to strengthen the community and increase interest in the brand.

The strong balance between clicks and interactions indicates engaging and relevant content for the target audience.



Campaign Design and Performance Analysis

Campagna Social “Sacco Zanotta”

Platform: Meta Ads

Objective: traffico sito web

- 1,220 link clicks → excellent volume of traffic generated
- €0.02 average CPC → extremely efficient compared to industry benchmarks
- 47,228 impressions → strong overall campaign visibility
- 30,884 users reached → broad and well-targeted audience
- Estimated CTR 2.58% → above industry average

Performance:

- 1,250 total interactions
- 1,220 link clicks (almost all meaningful interactions)
- CTR above average and highly competitive CPC

Analysis:

The campaign was strongly performance-driven, achieving excellent efficiency and conversion results.

A well-balanced combination of visual creativity, targeting, and clear objectives allowed the generation of qualified website traffic at low cost.



Prestazioni ⓘ				Totale ▼
Clic sul link ⓘ	1220	Costo per Clic sul link ⓘ	€ 0,02	
Visualizzazioni ⓘ	47.228	Copertura ⓘ	30.884	
Attività				
Interazioni con il post				
				1250
Clic sul link				
				1220
Reazioni ai post				
				29
Commenti ai post				
				1

Collaboration

Food & Beverage

- La Boutique del Sud
- Overfit
- Dragonfly Pub
- Gelateria Choccolatte
- Lampredot
- Deposito Bagagli Firenze
- Braciare Malatesta

Beauty & Fashion

- K&Ni
- Simona Ciolfi - Al Ventisei
- Albachiara Pontassieve
- Fairytale Italy Weddings
- Beautynette.it

Hospitality

- Castello di Spaltenna
- San Giovanni Terme Rapolano
- Cosmopolitan Hotels Group (incl. Tombolo Talasso Resort, Grand Hotel Salsomaggiore, Grand Hotel Continental, Val di Luce SPA Resort, Riva del Sole, Hotel Baia Imoeriale)

Others

- Olio Serafico
- Medartec Media Experiences
- Target Call
- Enegan (incl. Noigan e GoPower)
- Eve-Lab Laboratorio di Eventi e Congressi
- Arredamenti Santiccioli

Let's work together!



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