



Alessandro Bigatti

Content Strategist & Social Media Manager

📍 Milano

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LinkedIn Profile

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Born July 11, 2001



Since 2021 on entertainment, creator economy, sport and personal brand projects. Follows the whole journey: strategy, creative direction and production, social media management.

200M+

YouTube views

415K+

new followers and subscribers

1,000+

pieces of content

Combined data across the channels and projects managed, 2021-2026.

SKILLS



Strategy

Content Strategy
Social Media Strategy
Editorial Planning
Format Development
Copywriting



Management

Community Management
KPI & Reporting
Team Coordination
Stakeholder Management



Production

Creative Direction
Content Production
Video Editing
Graphic Design



Tools

Adobe Creative Cloud
Meta Business Suite
ManyChat · Higgsfield (AI)
Microsoft Office

EDUCATION

Communication, Innovation, Multimedia (CIM)

University of Pavia · main exams:

- Digital Media
- Marketing and Digital Communication Techniques
- Public Opinion and Media Analysis
- Web Design and Technologies
- Public Speaking and Classical Rhetoric

Scientific High School Diploma

Applied Sciences · 2020
IIS Curie-Sraffa, Milano

LANGUAGES



Italian
native



English
C1



MAIN EXPERIENCE

Striscia la Notizia

Jan – Feb 2026

Graphic Art Director · assignment via LOVIT S.r.l.



- Led the graphics department, with **4 graphic designers**, for **all 5 episodes** of the Prime Time edition on Canale 5.
- Graphics conceived and produced with the department, AI included: titles, opening sequence, segments, lower thirds, backdrops and animations. Proposals presented in person to the director and Antonio Ricci.
- For executive producer Alberto Salaroli, a collaboration that was **"remarkable and innovative"**.



GrenBaud

2021 – Present

Content Strategist & Social Media Manager · Writer

Ongoing collaboration with the streamer across three projects. Writer on the live shows, with a **team of up to about 10 people**.



YouTube · La Tana del Frerito

2021 – 2024

Editorial strategy and formats, independently, with a team of up to 3: **from 0 to about 350,000 subscribers** and **over 200 million views**.



Kick Seven · Writer & Social Media Manager

2024 – 2026

Live reality format (rules, mechanics, casting), head writer on the streams, Instagram. On Kick: **about 3,500 average viewers**, peaks of **about 20,000**, **over 100,000 USD** generated.



Circus FC · Kings League Italia

2024 – Present

Instagram **from 0 to about 25,000 followers** (Nov 2024 – Sep 2026). Campaigns and player announcements, team of up to 5.



Correre Naturale + Daniele Vecchioni

May – Dec 2025

Content Strategist & Social Media Manager

- Social rebranding of brand and founder: Correre Naturale's Instagram **from about 90,000 to about 120,000 followers**.
- Strategy, shooting, editing and community on Instagram, YouTube, Facebook and TikTok, with a graphic designer and videomaker.
- DM funnel with ManyChat and AI; Trustpilot reviews turned into editorial carousels.



OTHER EXPERIENCE



Alzati e Fattura Live 3 · 2025
Content Strategy & Social Media



theShow · 2024
Internship · social & production