

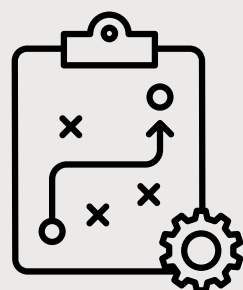
Social Management & Content Creation

LORENZO MASSA



Social
Media
Planning

Content:
photo,
video,
graphics



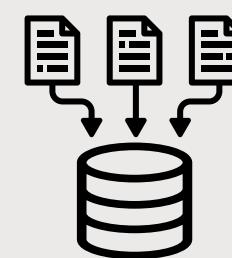
Strategia

Analisi brand, scelta ton of voice



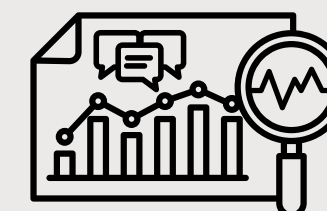
Content

Individuazione dei content strategici



Pianificazione

Stesura calendario editoriale e programmazione



Analytics

Analisi risultati e ottimizzazione

"Quality is not an act, it is a habit"

(Steve Jobs)





Photo
Brand Identity

Norway Italia

fashion

CONTENT CREATION



Norway Italia

fashion

CONTENT CREATION



Opifici Casentinesi

ANTARTICA
T-STRETCH 2L
This fabric is made of an external stretch polyester layer, with a "leffor" coating outside, bonded with an internal wind-tighter membrane. The elastic characteristics and the technological finishings make this garment comfortable and performing in every weather condition.
100% polyester
100% 80 peninsular "leffor"

WATERPROOF
3000 mm/H₂O

MURMASKY FUR
4cm wide

90/10 GOOSE DOWN
600 cu inch



Antartica

“Create with
purpose,
post with
strategy.”





Brand Identity



Still life

Mister Tigella



Carousel Ads



GD Creativity

Il successo a portata di mano

E' più facile essere fedeli a un **ristorante**
che a una donna.

(Federico Fellini)





Brand Image

Golden View

GOLDEN VIEW

RESTAURANT • CAFE • WINE BAR



Brand Image
Still life

Social Management & Content Creation

LORENZO MASSA

🏠 Bologna (BO)

☎ (+39) 339 72 02 408

✉ lormassuz@gmail.com

