

EMPLOYMENT HISTORY



COMMUNICATIONS ASSISTANT

TOTTENHAM HOTSPUR FOOTBALL CLUB

December 2023 - Present

- Produced written content for www.tottenhamhotspur.com, including interviews, match reports, press releases and creative feature writing.
- Published and curated app pushes to the Official App to drive engagement to written articles and videos.
- Was the sub-editor for the Women's official matchday programme, producing the majority of the written content inside.
- Began providing coverage on the Women's Academy, which included incorporating player profiles on the website for the first time, match reports and the players' stories.
- Delivered coverage on social channels when needed, including posting on feeds or creating short-form videos for Instagram Reels and TikToks.
- Managed relationships with external media for the Communications Manager and built rapport with players for their player appearances.



MEDIA EXECUTIVE

PETERBOROUGH UNITED FOOTBALL CLUB

June 2022 - December 2023

- Assisted the Marketing & Media department in the delivery of the club's day-to-day and long-term marketing and communication plan.
- Created/Captured regular and engaging content for the football club's digital media channels, including video, audio and graphics.
- Delivered creative matchday coverage for men's, women's, U21s and U18s teams on social media and the club's website.
- Increased the awareness of Posh Women and growing their fan base, which saw over 2,000 supporters attend their FAWNL game in August, 2022, at the main stadium and averaged over 300 each game throughout the 2022/23 season.
- Provided matchday support to the in-house media team and external media/agencies.
- Built a strong relationship with key stakeholders within the club, including players/coaching staff and agencies.
- Have led the development of the club's matchday programme, creating my own features and meeting deadlines on time.
- Carried out any additional duties, including filming when requested, and conducting interviews with the first team when required.
- Experience in using StreamAMG, CloudPlay Analytics and KMC.



PAOLO IANTOSCA

SOCIAL MEDIA EXECUTIVE/
JOURNALIST/ PRESS OFFICER

ABOUT ME

Communications and media professional with four years' experience producing editorial, social and digital content within elite football. Experienced in feature writing, media relations, matchday communications and social media strategy across the Women's Super League, English Football League and FA Women's National League. Passionate about telling compelling stories that grow audiences and strengthen supporter engagement.

CONTACT DETAILS

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SKILLS

Editorial

- Feature writing
- Match reporting
- Interviewing
- Copy editing
- Press releases

Digital

- Social media strategy
- Content planning
- Analytics
- SEO
- CMS

Software

- Adobe Premiere Pro
- Photoshop
- DVE
- PulseLive (CMS)
- CloudMarketing
- Canva

BROADCAST ASSISTANT**BBC RADIO CAMBRIDGESHIRE***July 2021 - July 2022 (1 year)*

- Provide production assistance in a radio studio/operations area/newsroom.
- Answered calls from listeners/ call contributors and route them through to studio systems.
- Contributed to programme ideas and carry out research, under supervision, in support of journalists, including the introduction of a short segment dedicated to women's football.
- Search for contributors for items on programmes and persuade contributors to go on air.
- Delivered to tight deadlines while maintaining the highest editorial standards.
- I was given the responsibility to desk drive the Saturday Sports Show, making sure the feed was aired in two different regions alongside two different feeds of each game.
- To work closely with the production team before, during and after the output production.

VOLUNTEER/WORK EXPERIENCE**POSH WOMEN PRESS OFFICER****PETERBOROUGH UNITED FOOTBALL CLUB***July 2021 - December 2023*

- Alongside studying for my university degree, I was given the opportunity to become Press Officer for Peterborough United Women after their promotion to FA Women's National League.
- Controlled all social media channels for Posh Women, including Twitter, Instagram and TikTok, which were all started under my supervision.
- Produced regular content for their social media channels and website.
- Delivered matchday coverage throughout the 2021/22 and 2022/23 seasons.
- During the 2021/22 season, Posh Women's Twitter account reached 11.4m impressions, averaging 950,000 impressions per month.

**SOCIAL MEDIA INTERN****GPBlog***March 2021 - August 2021***SOCIAL MEDIA HANDLER****Peterborough Northern Star***Dec 2018 - Sep 2020***EDUCATION HISTORY****UNIVERSITY CENTRE PETERBOROUGH |****2019-2022****BA (HONS) JOURNALISM | FIRST CLASS HONOURS****Peterborough Regional College | 2017-****2019****BTEC L3 Media and Journalism | D*D*D****Stanground Academy | 2012-2017****Nine GCSEs achieved****ACHIEVEMENTS**

- Winner – Peterborough PR & Media Awards Rising Star
- Produced official editorial content for Tottenham Hotspur
- Launched Peterborough United Women's social media channels
- Helped increase attendances to 2,000+ supporters
- Generated 11.4 million Twitter impressions

