



GOFFREDO D'ONOFRIO

DIGITAL MEDIA
STRATEGIST
JOURNALIST
AUTHOR

AREAS OF EXPERTISE

Digital Media Strategies
Storytelling
Video for Social Media
OTT Management

CONTACT INFO

Goffredo d'Onofrio
Via Parma 29, 10152 Torino
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mob. +39.333.67.16.244

SUMMARY

Former journalist for **Gazzetta dello Sport**, **Rai**, **Sky Sport Italy** and chief of sport section at Sky Life, monthly magazine of Sky Italy, journalist for **RSI Swiss Television**. Former Content Specialist for **FC Internazionale Milano**.

Today I am still a digital consultant for Inter, developing special digital projects with Inter Media House. **In 2016 I co-founded puntozero** digital and video hub.

In 2017 I've been the author of **A simple story, an international winning prices documentary** on Anna Rita Sidoti.

In 2019 I've been shooting for **SENT Entertainment** "Quagliarella the untold truth" and "The Team That Never Stop Believing", two sport documentaries. In 2020 I've been appointed as **Director of Sport Channel Development by SENT**, to build Sport **OTT Channel**, starting from Como TV, lunched on 26th of February 2020.

In 2020 i co-founded with Carolina Lucchesini and Mariligia Di Stasio **SHIFT Altaformazione**, Masterclasses on **digital communication in Turin**.

WORK EXPERIENCE

SENT ENTERTAINMENT

Director Of Sport Channel Development Europe
2019 - Today

Planing and directing all aspects of an organization's channel development policies, objectives, and initiatives.

Developing and implementing sales strategies with partner channels in order to maximize revenue and meet sales goals.

Representing the company in all activities associated with reseller/channel support

Coordination of programming

Staff coordination for content realization

Staff coordination for content distribution

Budget management

Staff management

Negotiations deals with co-producers



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SHIFT ALTAFORMAZIONE

Co-Founder
2020 - Today

SENT ENTERTAINMENT

Author - Quagliarella The Untold Truth
2019

At 36 years old Fabio Quagliarella is one of the most prolific goalscorer in Italian football eclipsing even the great Cristiano Ronaldo as the league top scorer in the 2018/19 season, and also holds the record as the oldest goal scorer in the Italian national team. He has represented many clubs in his career, but few people knew the true reason for his nomadic lifestyle. For almost eight years Quagliarella was subjected to threats and extortions from a stalker, only to find out that the perpetrator was the very policeman he enlisted to protect him from the man stalking him and his family.

SENT ENTERTAINMENT

Author - The Team That Never Stops Believing
2019

They hardly ever won a game, yet they play in Europe's elite national competition. The minnows of San Marino are grouped with European powerhouse Russia and Belgium, and this documentary takes an intimate look at the part time players who remain proud to represent their country with each and every humbling outings.

UNIVERISTÀ DEGLI STUDI DEL SACRO CUORE

Teacher at Master Comunicare lo Sport
2018 - Today

PUNTOZERO

Co-Founder
2018 - Today

puntozero is a Storytelling Agency. We take care of digital projects for sport, documentaries, video stories.

A SIMPLE STORY

Documentary
2017

Author of A SIMPLE STORY, documentary about Anna Rita Sidoti, world champion of march who disappeared few years ago.

Awards: Best Documentary Overtime Festival,
Paladino d'Oro Sport Film Festival



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FC INTERNAZIONALE MILANO

Senior Digital Consultant

2016 - Today

Season 2018-2021

Development and restyling of the digital Match Day Programme project Development of Match Review

Season 2017-2018

Design and development of the digital project Match Day Programme, a mobile optimized magazine with exclusive content, reserved for season ticket holders. Design and development of the Match Review, an exclusive inter.it subscribers content. Creation and printing of institutional brochures.

COMUNE DI TORINO

Digital Strategist

2017

For the City of Turin in association with the European Social Car project, communication activities during the International Book Fair. Communication strategy, planning, posting management and community management activities.

JAPAN TOBACCO

Author

2016

Author of the Brand Documentary developed for JTI (Japan Tobacco International) that discovers the Italian production of tobacco. A trip to the center of Italy made by women and men who every day donate their passion for a quality product.

FC INTERNAZIONALE

Content Specialist

2014-2016

Editorial management of inter.it website and social network of the team (Twitter, Facebook, Instagram)

Development, management and monitoring of online and offline communication campaigns (#milionidinomi, #MilanInter in collaboration with AC Milan and Twitter)

Creation and development of editorial products (Match Day Programme for Inter-Milan, Zanetti Story)

Press office activities in Italy and abroad



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EDUCATION

2008-2010

Università degli Studi di Milano
Scuola di Giornalismo IFG - Walter Tobagi,
Journalism

2007-2008

Center for American Studies
Master , Master in International Journalism .

2005-2006

The University of Hull
Exchange Student, Modern Languages and New
Media

2002-2007

Università degli Studi di Bergamo
Bachelor's degree, Communications and New
Media