

Profile

A psychologist by training. A craftsman of communication by vocation.

I help global brands communicate more clearly, more consistently and more engagingly. Today, at Ducati, I steer brand digital communication: website, social, email and advertising. Before that, I looked after Pagani's. Earlier still, I worked freelance across luxury, lifestyle and automotive.

My approach combines analysis and sensitivity, to read between the lines, find the hidden knots and turn them into valuable insights.

I untangle complex thoughts and turn them into clear, immediate messages that capture attention and stay in the mind.

Contact

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Gianluca Fazio

Brand & Communication Strategist

Experience

2025-present

Brand & Content Specialist

Ducati

In the Brand Strategy & Content team, I work to give shape and continuity to Ducati's identity. I design and coordinate communication plans with a strong focus on digital channels, from the website to newsletters and social media, also contributing to content design and production. I work daily with the company's functions and with internal and external partners to develop projects that strengthen the brand's positioning.

2023-2025

Brand Communications Specialist & Copywriter

Pagani Automobili

I managed Pagani Automobili's owned communication channels worldwide. I planned the communication strategy, developed narrative concepts, wrote press releases and created content for the web, brochures, newsletters, social media, video scripts, internal communications, presentations and public speeches.

2015-2024

Digital Content Creator

Freelance

I worked with global brands on international communication campaigns, covering creative direction, styling, photography, video production, copywriting and editing. Clients include Tiffany & Co., Netflix Italia, Disney Italia, Bang & Olufsen, Mastercard, Google Italia, Barilla, Nespresso, Samsung, Costa Crociere, Four Seasons Hotels and Resorts, Mercedes-Benz, Jaguar, Land Rover, Jeep, Nissan and Bally.

2020-2023

Digital Strategist & Social Media Manager

Freelance

In 2023 I was Social Media Manager for Pastiglie Leone. From 2020 to 2022 I worked with the agency Coast PR, managing digital communication for luxury hotels on the Costa Smeralda, including Hotel Sporting in Porto Rotondo and Hotel Petra Bianca in Porto Cervo.

Languages

Italian
Native

English
Fluent (reading, writing, speaking)

French
Upper intermediate (reading, writing, speaking)

Tools

WordPress, Adobe Photoshop, Adobe Lightroom, CapCut, Logic Pro, Salesforce Marketing Cloud, Meta Business Suite, Meta Ads Manager, Google Analytics, Google Search Console, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Google Workspace, GitHub, Claude Code.

Experience (continued)

Academic year 2021-2022

Lecturer in Web Project Management
IAAD, Istituto d'Arte Applicata e Design

In 2021 and 2022 I taught the Web Project Management course.

Education

2011-2013

Master's degree in Clinical-Dynamic Psychology
Università degli Studi di Padova · 110/110

2008-2011

Bachelor's degree in Psychology of Personality and Interpersonal Relationships
Università degli Studi di Padova

My approach

Collaboration
Horacio Pagani once asked me: "Are you a competitive person?" I said no. He hired me. I believe in long-term collaboration: that's why I left freelancing to work in stable teams.

Curiosity
I have very clear ideas: that's why I change them often. I like understanding how things work, exploring different disciplines and questioning what I already know.

Respect
People who work with me never say "this call could have been an email." Quick replies, tidy deliveries, no beating around the bush. Working quickly and precisely is my way of saying "I respect you."

Awareness
I like going to the gym, but my main gym has been psychology. It taught me to stay steady under pressure and, above all, not to pretend to be a superman. If I struggle, I ask for help. If I make a mistake, I apologize, then I fix it.