

PORTFOLIO 2026

Gianluca Fazio

BRAND & COMMUNICATION STRATEGIST

BRAND STRATEGY
DIGITAL COMMUNICATION
CONTENT STRATEGY

ABOUT ME

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.

WHAT I DO

My specialty is showing brands the way at delicate moments.

When they need to **shed their skin**,
when they need to **stop talking like companies**,
when they need to **win back trust**.

WHAT I DO

I work on brand strategy and on translating it into digital communication.

CROSS-FUNCTIONAL SKILLS

- Coordinating international teams
- Managing priorities, timelines and budgets
- Developing creative concepts
- Editorial direction
- Content production

01

Brand Strategy

I define a brand's identity, positioning and promise. I turn them into principles and languages that are recognizable at every touchpoint.

- Positioning and brand platform
- Brand architecture and naming
- Tone of voice and verbal identity
- Brand book and guidelines

02

Digital Communication Strategy

I define the role of each digital channel and coordinate how they all contribute to the communication goals.

- Digital channel strategy: website, social media, email and advertising
- Conceiving and coordinating digital campaigns
- Applying AI-driven strategies
- Performance measurement and optimization

03

Content Strategy

I define what to tell, to whom and through which formats. I build a consistent editorial system that can evolve over time.

- Narrative frameworks and editorial pillars
- Editorial plans by channel and audience
- Formats and editorial series
- Content governance: processes, roles and approval workflows

And now, the soft skills (my favorite ones)

01

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.

02

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.

03

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.”

04

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.

MY CLIENTS

Some of the brands that have put their trust in me

DUCATI

PAGANI

Mercedes-Benz

TIFFANY&CO.

JAGUAR

LAND ROVER

FOUR SEASONS

BANG & OLUFSEN

NETFLIX

Disney

Google

SAMSUNG

FERRARI TRENTO

amazon

MICHELIN

Jeep

NESPRESSO

Barilla
The Italian Food Company. Since 1877.

Costa

DUBAI

TOURISM AUSTRALIA

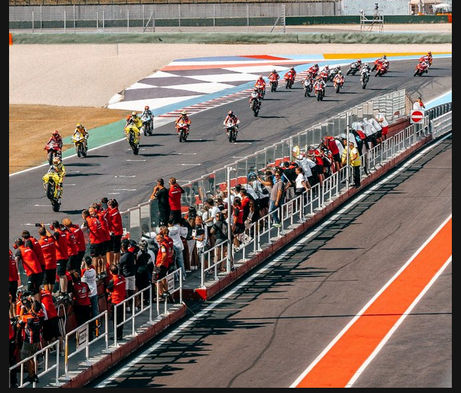
Singapore TOURISM BOARD

Leone
DAL 1857

PROJECTS

Selected work

Stories of diamonds and supercars, but also of cookies and candy. More than ten years of projects across languages, channels and contexts, all driven by the same urge to combine craftsmanship with scientific rigor.





















DIGITAL COMMUNICATION STRATEGY · 2026

Telling the story of the Centenary World Ducati Week

Top of mind always. Overwhelming never.

Every two years, World Ducati Week brings the community from all over the world together at Misano World Circuit. For the Centenary edition, the challenge was to keep attention high before and during the event, calibrating frequency and content so the audience never felt overwhelmed.

FIND OUT MORE · Visit the website →

WHAT I DID

- I developed a global, integrated communication plan, renewing the approach to the website, social channels, email marketing and digital advertising.
- I coordinated an integrated editorial plan and directed communication across channels.
- I integrated a digital advertising strategy optimized with AI.



9

Firsts in WDW communication, including the structured involvement of Ducati Corse riders.

-50%

Digital advertising cost against the 2025 Ducati average, thanks to an AI-driven strategy.

+207%

Website sessions against the previous edition, thanks to a new mobile-first strategy tailored to each communication phase.

CONTENT STRATEGY · 2025-2027

Directing the communication of Ducati's travel offer

Yes, it's real.

Ducati's travel offer did not yet have a structured digital presence. Website, social media, email marketing and advertising needed a shared model, able to bring out each experience and sustain communication over time.

FIND OUT MORE · Visit the website →

WHAT I DID

- I developed an integrated communication system for website, social media, email marketing and digital advertising.
- I led the team that built it.
- I conceived the creative concept and the claim of the communication campaign.



BRAND IDENTITY · 2024-2025

Defining the language of Pagani's identity

Every word a reflection of a vision.

Between 2024 and 2025 Pagani renewed its Brand Identity. Philosophy and values were already defined, but a shared language was missing to express the identity of the brand and its hypercars consistently.

WHAT I DID

- I helped bring out and formalize the brand's method, philosophy, mission, vision and payoff.
- I rewrote the Tone of Voice and the editorial guidelines, turning them into practical direction for communication and into key copy for each hypercar.
- I edited Horacio Pagani's official biography and the copy of the new Brand Book.



PAGANI

DIGITAL STRATEGY · 2023-2025

Building Pagani's digital ecosystem

Every channel with its own role. All with the same voice.

From 2023 to 2025 I directed Pagani's digital channels. I gave each channel a role, a tone and an audience. The car launches put them all to the test together.

WHAT I DID

- **The channels:** I rethought Instagram and opened LinkedIn up to life inside the company.
- **The launches:** I built the story of the Utopia Roadster and the Huayra Codalunga Speedster.
- **The creative touch:** I created the 2024 Christmas greetings, from concept to copy.



+20%

Average Instagram engagement rate, 2023 to 2025

+12%

LinkedIn community growth

DIGITAL STRATEGY · THE CHANNELS

Two channels, two audiences.



Instagram · 2023-2025

Speaking the platform's language without losing your own.

- I tried out new formats and developed original creative concepts.
- I reworked the technical approach to video, especially Reels.
- I renewed the copywriting with a warmer, more direct and recognizable Tone of Voice.

+20% Average engagement rate, 2023 to 2025



LinkedIn · 2024

Beyond recruiting, a window onto the company.

- I defined the channel's positioning, purpose and goals.
- I developed its editorial identity, Tone of Voice and editorial plan.
- I devised an employer branding project and coordinated colleagues and suppliers.

+12% Community growth

DIGITAL STRATEGY · THE LAUNCHES

Two cars, two stories.

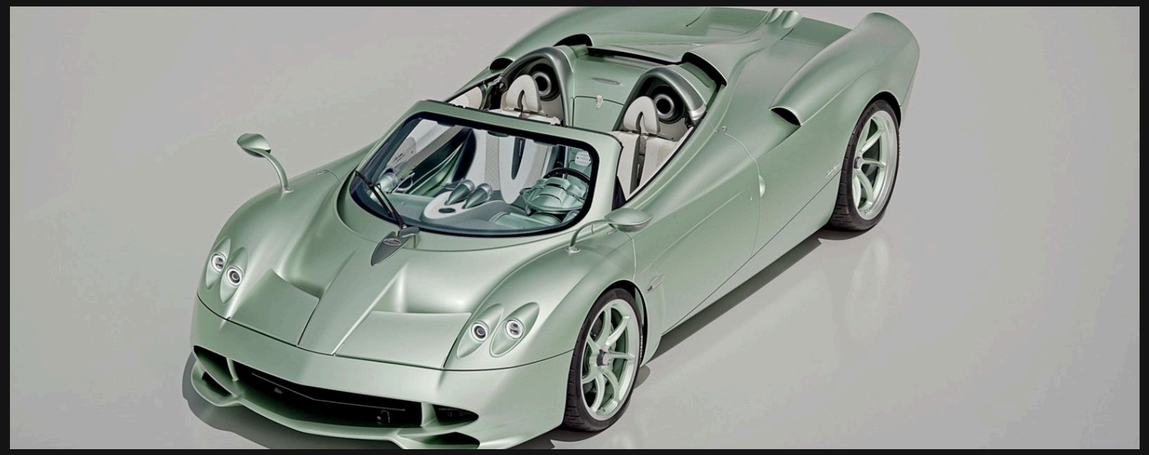


Utopia Roadster · 2024

Every detail deserves its time.

- I devised and coordinated the integrated digital launch across website, social media and email.
- I developed the annual editorial plan: themes, sequence and publishing schedule.
- I adapted content and formats for Instagram, Facebook, LinkedIn, X, Threads and TikTok.

See the teaser on Instagram →



Huayra Codalunga Speedster · 2025

Behind every detail, a story to tell.

- I devised the narrative concepts, looking for the most interesting angles.
- I interviewed designers, engineers and Horacio Pagani himself.
- I wrote the press release and the editorial content about the car.

Read the press release →

PAGANI

CREATIVE CONCEPT · 2024

Christmas greetings, Pagani style

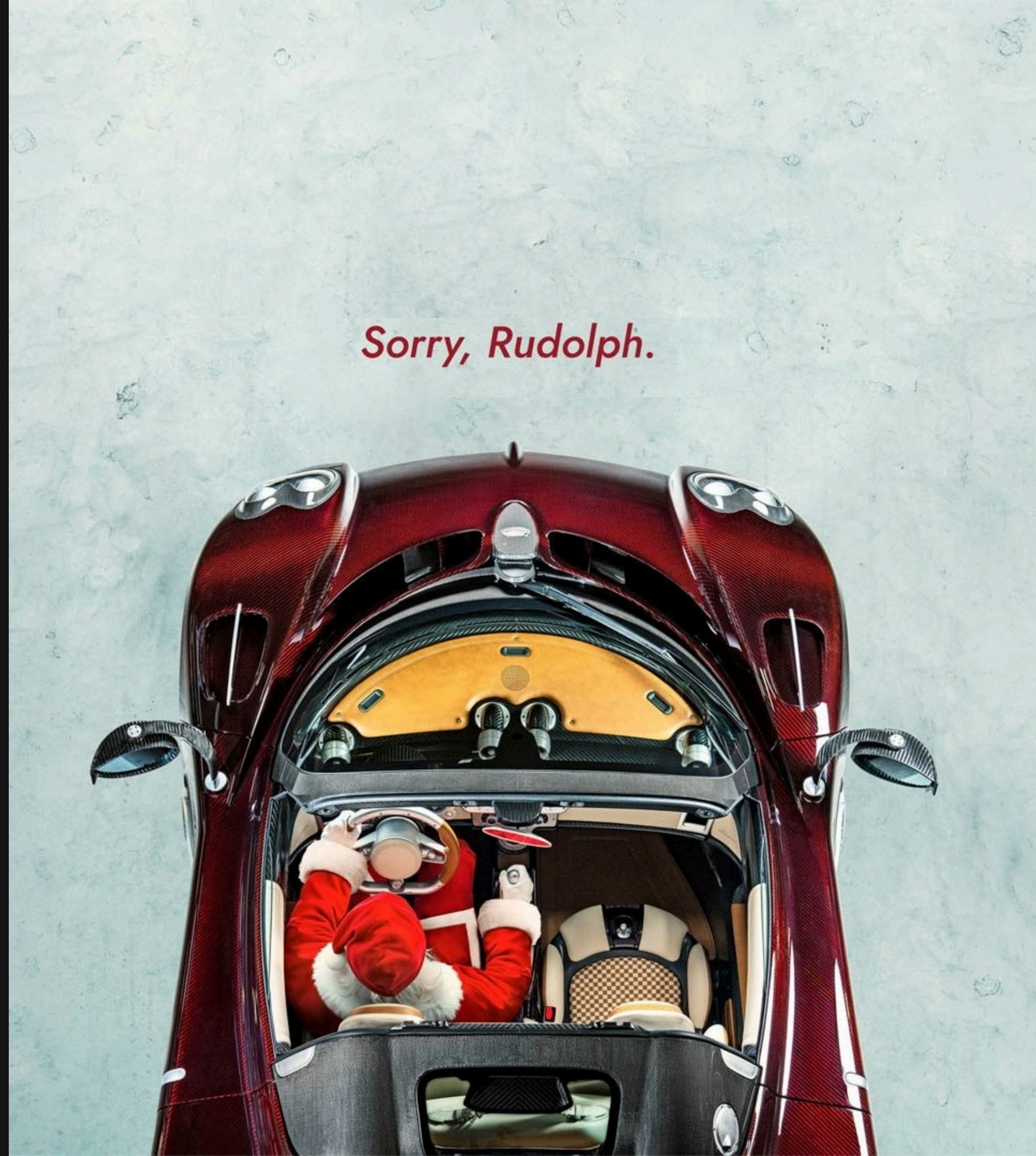
Sorry, Rudolph.

The idea borrowed Christmas imagery to subvert, with irony, the visual and narrative codes of automotive communication.

FIND OUT MORE · See the post on Instagram →

WHAT I DID

- I conceived the creative concept and wrote the copy.
- I took part in the production myself, playing Santa Claus.
- I handled distribution, reaching Pagani's online fan community too.



SOCIAL MEDIA MANAGEMENT · 2020-2023

From strategy to community.



Leone · 2023

A new social voice, after the visual identity refresh.

- I defined the Tone of Voice and the language of the channels.
- I designed the editorial plan for Instagram, TikTok and Facebook.
- I came up with and wrote the content.
- I monitored and analyzed performance, optimizing the strategy.





Hotels on the Costa Smeralda · 2020-2022

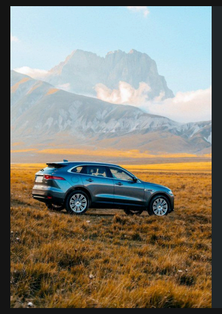
Hotel Sporting, Porto Rotondo · Hotel Petra Bianca, Porto Cervo · with Coast PR

- Strategy and editorial plan
- Photos and video
- Copy
- Profile and community management
- Results analysis

SELECTED CAMPAIGNS

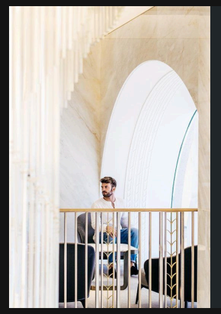
Words, images, ideas.

From 2015 to 2024 I worked as an international creator: photos, video and copy for global brands' campaigns.



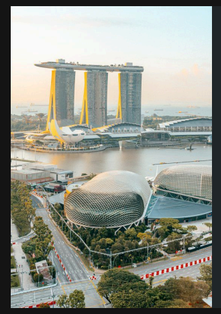
JAGUAR 2016

F-Pace coast to coast



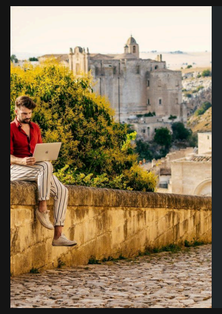
TIFFANY&CO. 2017

The new boutique in Piazza Duomo



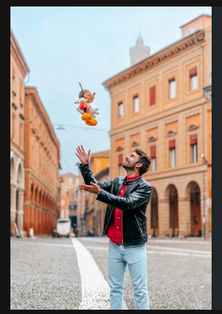
Singapore TOURISM BOARD 2017

The Formula 1 Grand Prix



NETFLIX 2018

#BingeInPublic, watching series in public



Disney 2018

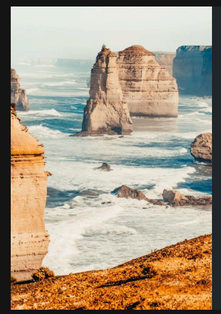
Mickey Mouse's 90th birthday



Barilla 2018-2019

The Italian Food Company. Since 1877.

The campaign for #CarbonaraDay



TOURISM AUSTRALIA 2019

The first influencer marketing project for Italy



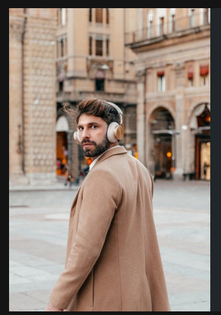
FOUR SEASONS 2020

Four Seasons Hotel Firenze



2020

Supporting small businesses during the pandemic



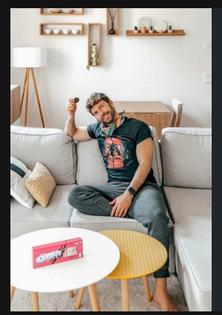
BANG & OLUFSEN B&O 2020

Golden Collection



Mercedes-Benz 2021

Last Week, with Michelin and Amazon: a program I hosted



OREO 2021

The limited edition with Lady Gaga

I've told you about me.
Now, will you tell me about you?

Gianluca Fazio, Brand & Communication Strategist

WEB
gianlucafazio.com

EMAIL
gianluca@gianlucafazio.com

PHONE
+39 348 873 4869

LINKEDIN
linkedin.com/in/faziogianluca