

# ELISA SERAFINI

*Journalist, Creator and Advisor*



## ABOUT ME

Elisa Serafini is a journalist, creator and startup founder. She is former manager of two unicorn companies, founder and partner of multiple startups.

With a degree in International Business, she has been working for Italian and international media (Forbes Italy, Rai, La7, Linkiesta, Will Media, Torcha, TPI), covering mainly economics, technology, innovation, sustainability, finance and business with 700+ articles written.

Elisa is also an accomplished book-writer, podcast and video writer, event moderator, speaker, and ghostwriter

**14,91%**

E.R. AVG

**37.9K**

IG FOLLOWERS

**8-12 K**

STORIES VIEWS



**5500**

AVG POST LIKE

**187K**

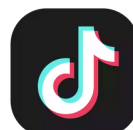
AVG VIDEO  
VIEWS

**2M**

MAX REEL VIEWS



**12K FOLLOWERS**

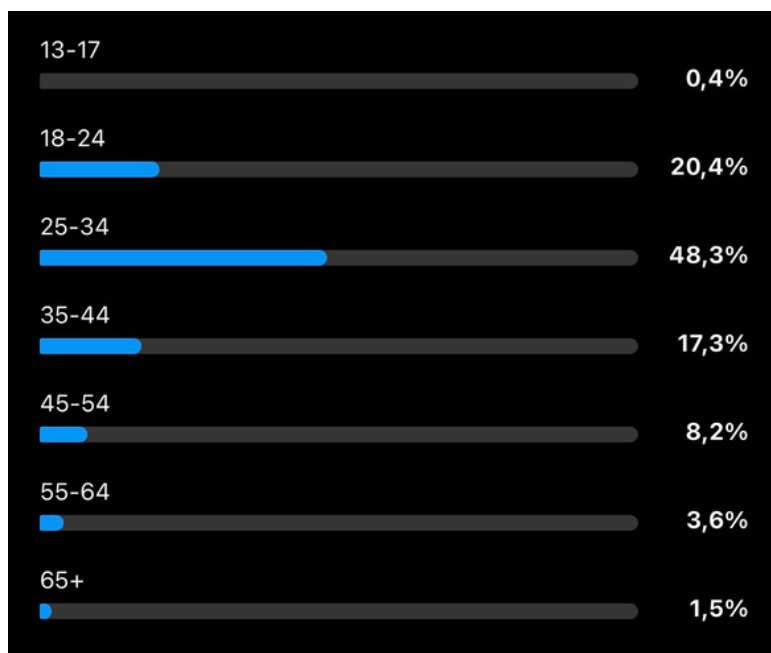


**36K LIKES - 3.5K FOLLOWERS**  
**VIDEO MAX VIEWS: 230K**

# BLOG AUDIENCE

## ELISA'S COMMUNITY

Elisa Serafini's Community consists of people who are "committed" and interested in social, technological, economic, sustainability, travel and home economics issues. She is also followed by numerous journalists, influencers, and public figures.



### Genere

dei tuoi follower

67,4%  
Women



32,5%  
Uomini

## ACTIVITIES WITH BRANDS

The Instagram page lends itself to branded content, brand awareness and influencer marketing activities. All company-sponsored content is identified with #AD or #ADV or #Supplied.

### Top Locations

dei tuoi follower

Città Paesi



Contents #ADV

A maximum of 2 branded contents per month are posted on Instagram.

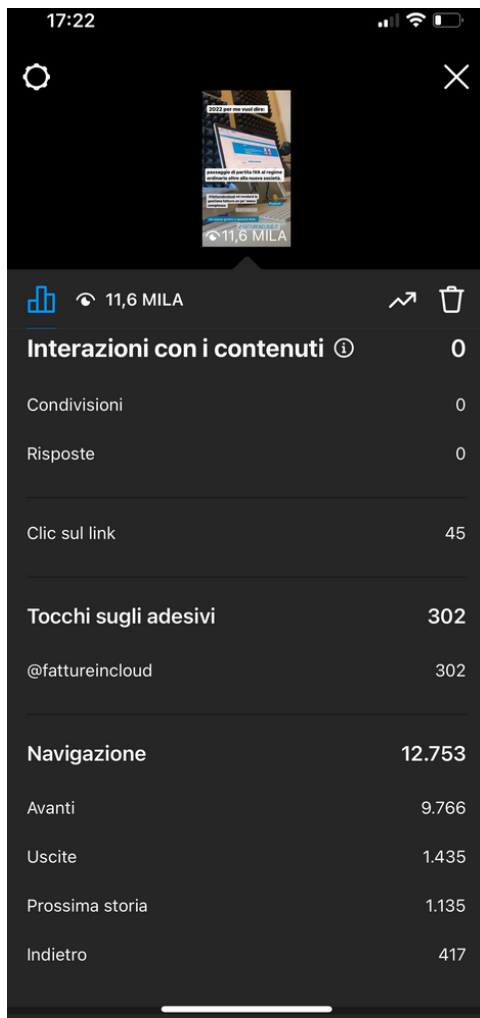
## PARTNERSHIPS



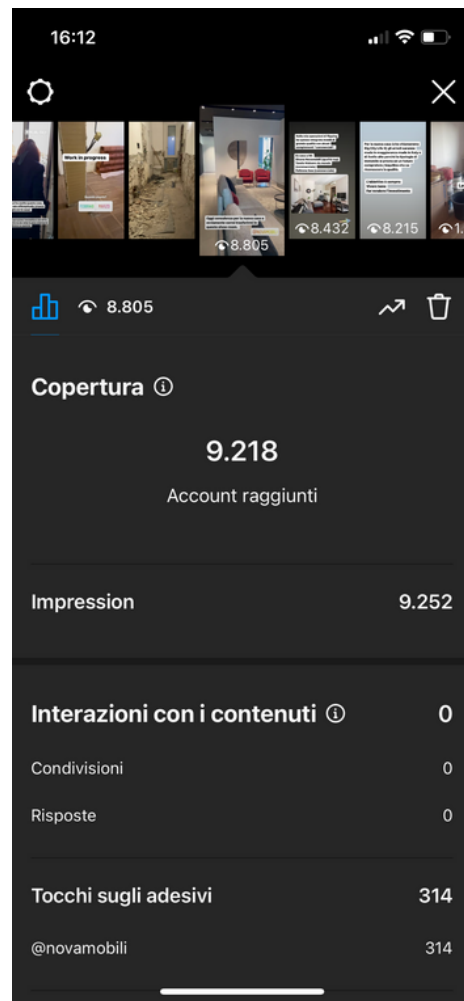
NOVAMOBILI



## FattureInCloud



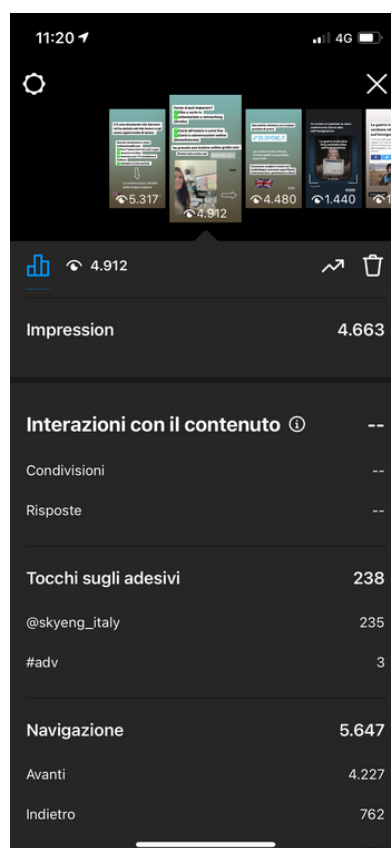
## Novamobili



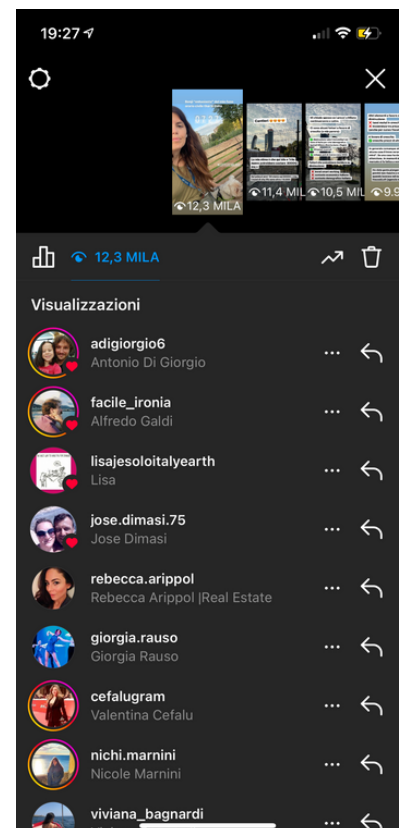
## Adecco



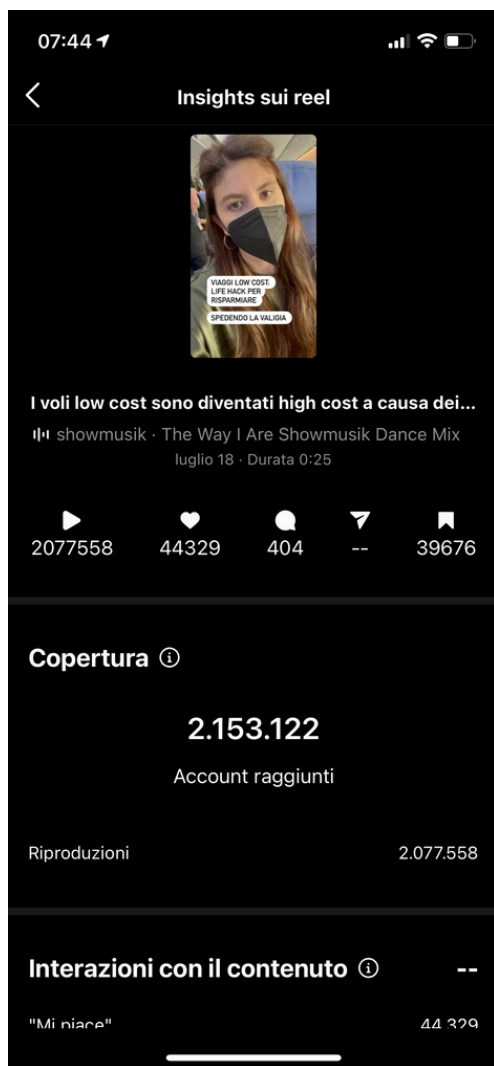
## SkyEng



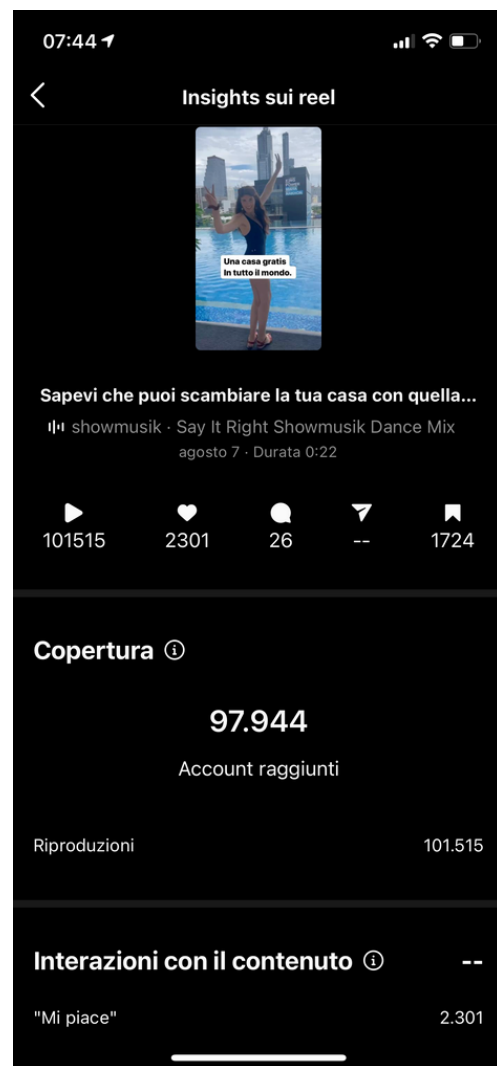
## Non-branded



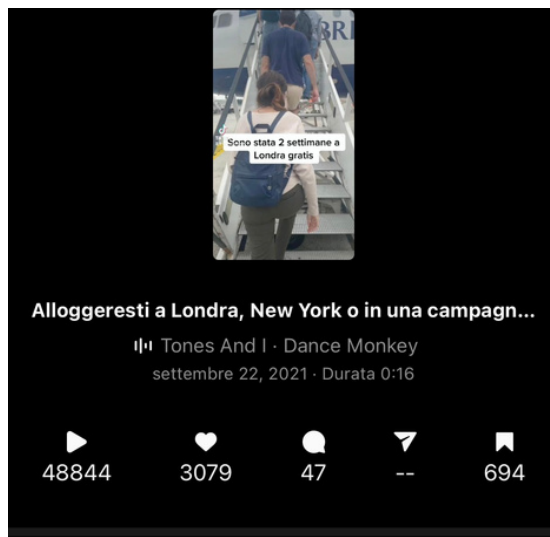
## BagExpress.eu



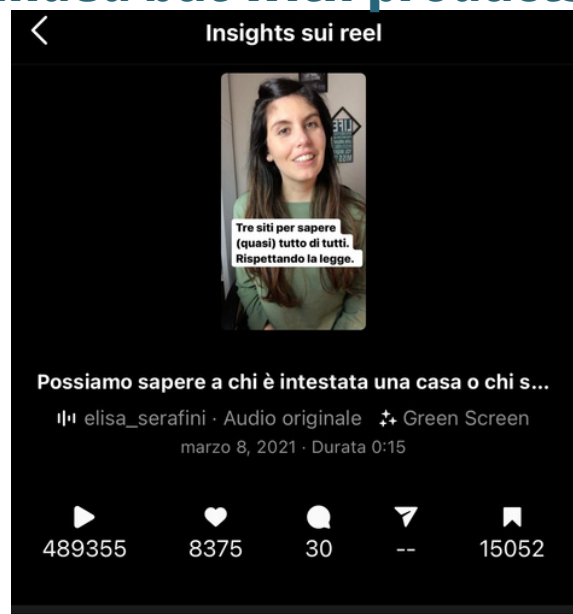
## HomeExchange.com

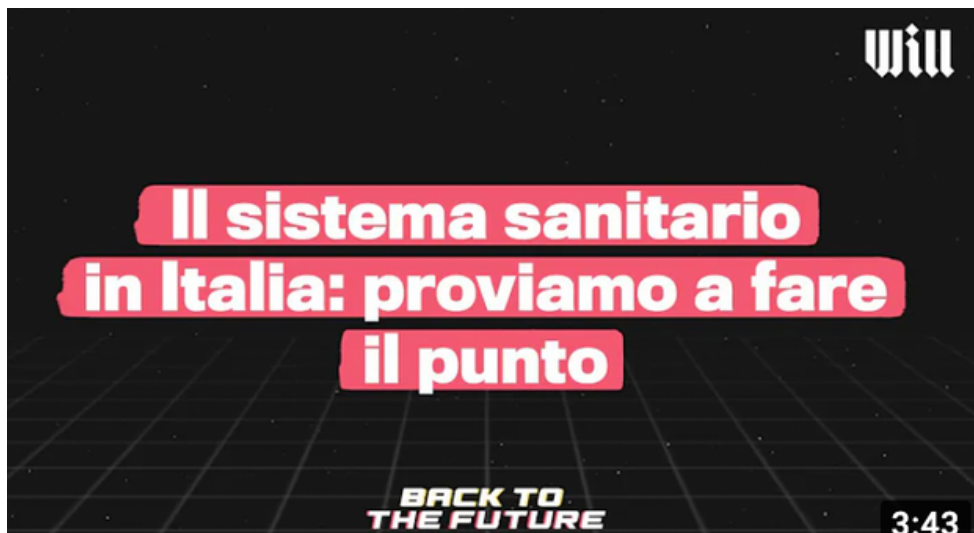


## TrustedHouseSitters



## Non-branded but with products





**Media:** IG, Toutube

**Client:** Will Ita

**What:**

Motion Videos on public policy topics (such as Health Care systems, Public Reforms)

[link](#)



**Media:** Youtube

**Client:** Investiamo, Flatmates, Banca Progetto

**What:** Script writing on financial history, interpreted by Youtuber Marcello Ascani. Project supported by a bank.

[LINK](#)



**Media:** Spotify

**Client:** Piano P - Intesa San Paolo Bank

**What:** Podcast writing on innovative entrepreneurs.

- [LINK](#)



# EVENTS AND LIVE BROADCASTING



**Media:** Twitch / Youtube  
**Client:** Torcha / UE Representative office of Italy  
**What:** broadcasting with Members of European Parliament and MPs  
Example video: [link](#)



**Media:** live event  
**Client:** Stellantis Chrysler  
**What:** English event with executives from Stellantis, Range Rover and Chrysler on electric vehicles  
Held in Turin, 2021



**Media:** Company streaming service / Live event  
**Client:** Adecco, PHYD  
**What:** 10+ live events on women empowerment  
Example video: [link](#)