

# FRANCESCO ZAFFARANO

JOURNALISM | AUDIENCE | INNOVATION

## Professional Experience

### Devex, remote

Senior audience editor | Oct 2022 - Present

I lead audience development and engagement projects on and off-platform, and manage a team of content managers and social media editors. I am also the point of contact between editorial and product teams to improve news products for the company's audience.

### Will Media, Milan, Italy

Editor in chief | Sep 2020 - Oct 2022

I led a team of 35 people to produce editorial and branded content like videos, data visualizations, daily and weekly podcasts, and newsletters, for a social-media-based audience of 1.8 million on Instagram, TikTok, YouTube, LinkedIn, Facebook and Telegram.

### The Telegraph, London, United Kingdom

Senior social media editor | Jul 2019 - Sep 2020

I led the company's efforts to expand the audience on social media by launching new vertical accounts and experimenting with then-emerging platforms like Instagram and TikTok.

### The Economist, London, United Kingdom

Instagram producer | Apr 2019 - Jul 2019

I pitched, wrote, and produced engaging and interactive content for Instagram Stories aimed at a younger audience.

### The Telegraph, London, United Kingdom

Social media editor | Jul 2018 - Mar 2019

I managed the company's Facebook, Instagram, and Twitter accounts.

### La Repubblica, Rome, Italy

Engagement editor | Feb 2017 - Dec 2017

I coordinated a team dedicated to produce digital projects and interactive storytelling.

### La Stampa, Turin, Italy

Social media editor | Jan 2015 - Dec 2017

I managed the company's Facebook and Twitter accounts.

### VICE, Milan, Italy

Assistant video producer | Jun 2014 - Aug 2014

I pitched, researched, and supported the production of two 20-minute-long documentaries for VICE on SKY.

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## Education

### MA Interactive Journalism

City, University of London, 2018/19

Grade: Distinction

### BA Philosophy

Università degli Studi, Milan, 2010/13

Grade: 110/110 cum laude

## Other

### Mapping Journalism on Social Platforms

Newsletter author | Jan 2023 - Present

### Reuters Institute, University of Oxford

Contributing author | Jan 2023 - Present

### Nieman Lab, Harvard University

Contributing author | Dec 2019 - Present

### Hacks/Hackers, London, UK

Organiser | Apr 2018 - Sep 2020

### Università Cattolica, Milan, Italy

Visiting lecturer | a.y. 2015/16

Course: Social Media for Journalism

## Languages

Italian 

English 

## Awards

### Jury Prize for Journalism Innovation

Premiolino, 2021

### Audience Dev. Team of the Year

AOP Digital Publishing Awards, 2020

### First Prize, Sport Category

Online Journalism Award, 2017