

ROBERTO ANGIONI

DIGITAL CONTENT & MARKETING SPECIALIST

CONTENT. STORIES. CONNECTION.

Photography / Video / Communication



SARDINIA-LONDON/2018



A DIFFERENT BEGINNING.

From farming in Sardinia to hospitality, photography and marketing in London.

FROM BRIEF TO REEL.

01

THE BRIEF

A topic supplied by the university.

02

CREATE

Shape the idea and produce the reel.

03

REVIEW

Respond to feedback and refine.

—

Approval, delivery and invoicing.

Welcome Week / Creative Council / Employability

LEARNING INTO PRACTICE.

I moved from Sardinia to London in 2018 after years in farming. Hospitality helped me adapt; photography gave me a new way to explore and tell stories. Business and marketing study connected that experience to a new direction.

BUSINESS & MARKETING

BSc / First Class Honours / ARU London

INTERNATIONAL MARKETING

Master's study / ARU London

The Adobe logo, consisting of the word "Adobe" in a bold, black, sans-serif font, is centered within a white rectangular box.

PROGRAMME SELECTION

Selected for the Adobe Student Ambassador programme in November 2025. The programme focused on Adobe Express and peer engagement; I later stepped away.

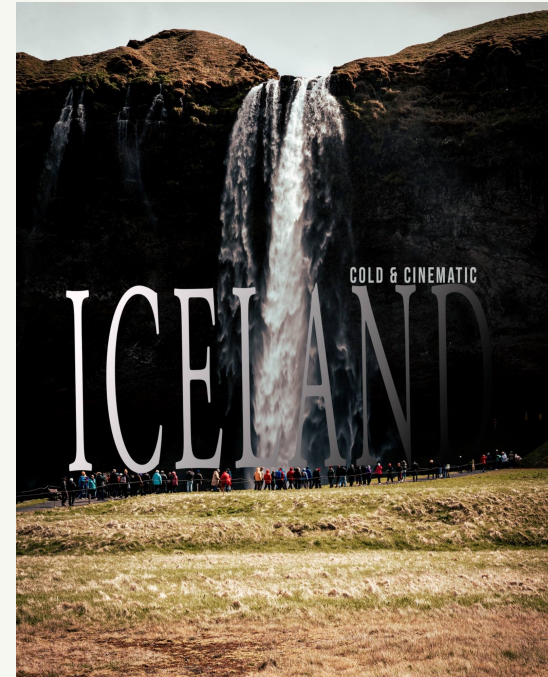
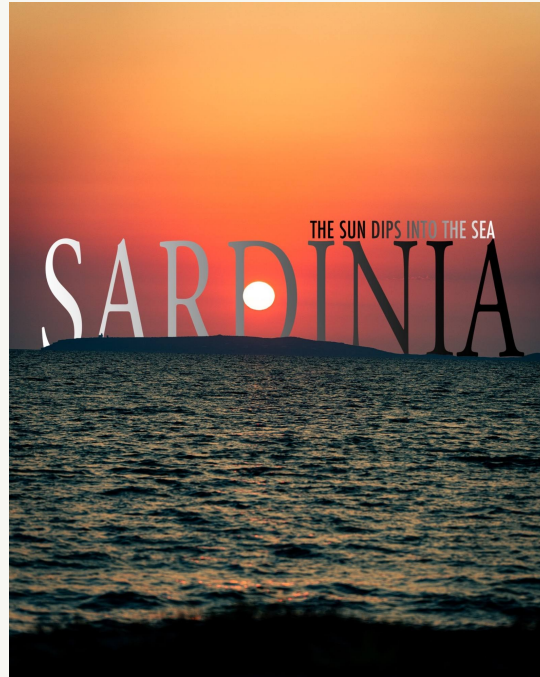
DIMICA WEB STUDIO / PROPOSAL

Developed a social media proposal around storytelling, personal voice and on-camera content, including the time and consistency required. Proposal work only.

FROM PHOTOS TO STORIES.

My photographs, shaped into social stories through cover design, image selection and sequencing.

Sharing places and experiences creates a starting point for conversation.



SELECT / DESIGN / SEQUENCE / SHARE

PEOPLE. LIGHT. CONNECTION.

Creative shoots and community events give me space to meet photographers and models, exchange ideas and explore expression, light and atmosphere.



PHOTOGRAPHY & EDITING
ROBERTO ANGIONI

A SENSE OF PLACE.

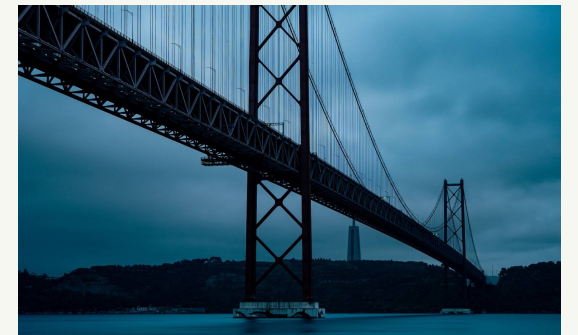
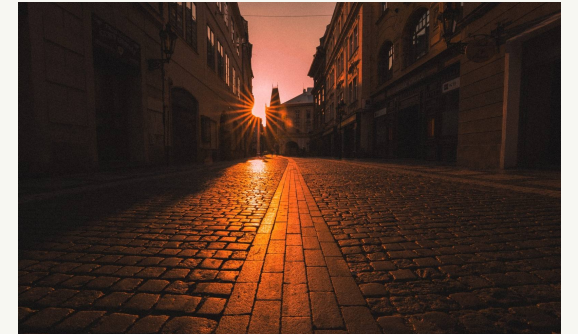
After Covid, travelling alone became a way to find space, adventure and a sense of belonging. Photography helps me notice the character of a place and bring a part of that experience home.

PLACES ALONG THE WAY

Sardinia / London / Iceland / Prague
Budapest / Dublin / Kraków / Lisbon
Milan / Cambridge



SOLO TRAVEL / PERSONAL PHOTOGRAPHY



FROM IDEA TO VIDEO.

Games offer discovery, imagination and a place to step away when everyday life feels difficult. My channel turns that personal interest into video, commentary and shared stories.

A PASSION, STILL GROWING

Alongside YouTube, I am developing TikTok gaming content and experimenting with short-form storytelling.



IDEA / RESEARCH / SCRIPT / RECORD / EDIT / PUBLISH

HOW I DEVELOP CONTENT.

A repeatable process built on curiosity, creative choices and reflection.

AI supports scripts and captions. I choose the direction, review the wording and adapt it to the audience.

01

DEFINE

Who is this for? What should the content communicate?

02

RESEARCH

Explore keywords, interests and timely topics with vidIQ and TikTok insights.

03

SHAPE

Choose an angle, opening and format that fit the audience.

04

CREATE & OPTIMISE

Develop the video, title, cover and description. Review AI-assisted copy.

05

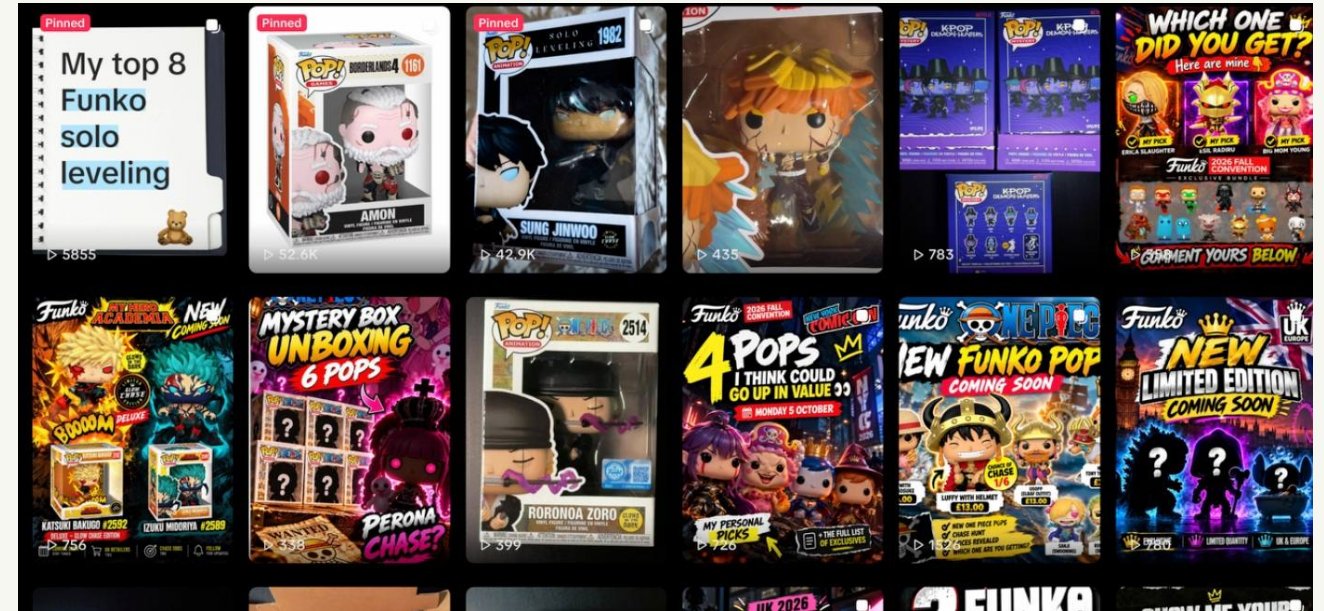
REVIEW & LEARN

Consider the response and use what worked to inform the next idea.

COLLECTING STORIES.

Collecting connects me with childhood memories, familiar characters and the pleasure of discovering something new. RobbChase is a small niche I continue to develop as a hobby, sharing finds and inviting other collectors into the conversation.

NOSTALGIA / DISCOVERY / SHARED INTERESTS



EBAY & VINTED / PRACTICAL EXPERIENCE

Product photography and listings, buyer communication, careful packing and prompt dispatch. Handling questions, complaints and returns reinforces trust and clear customer service.

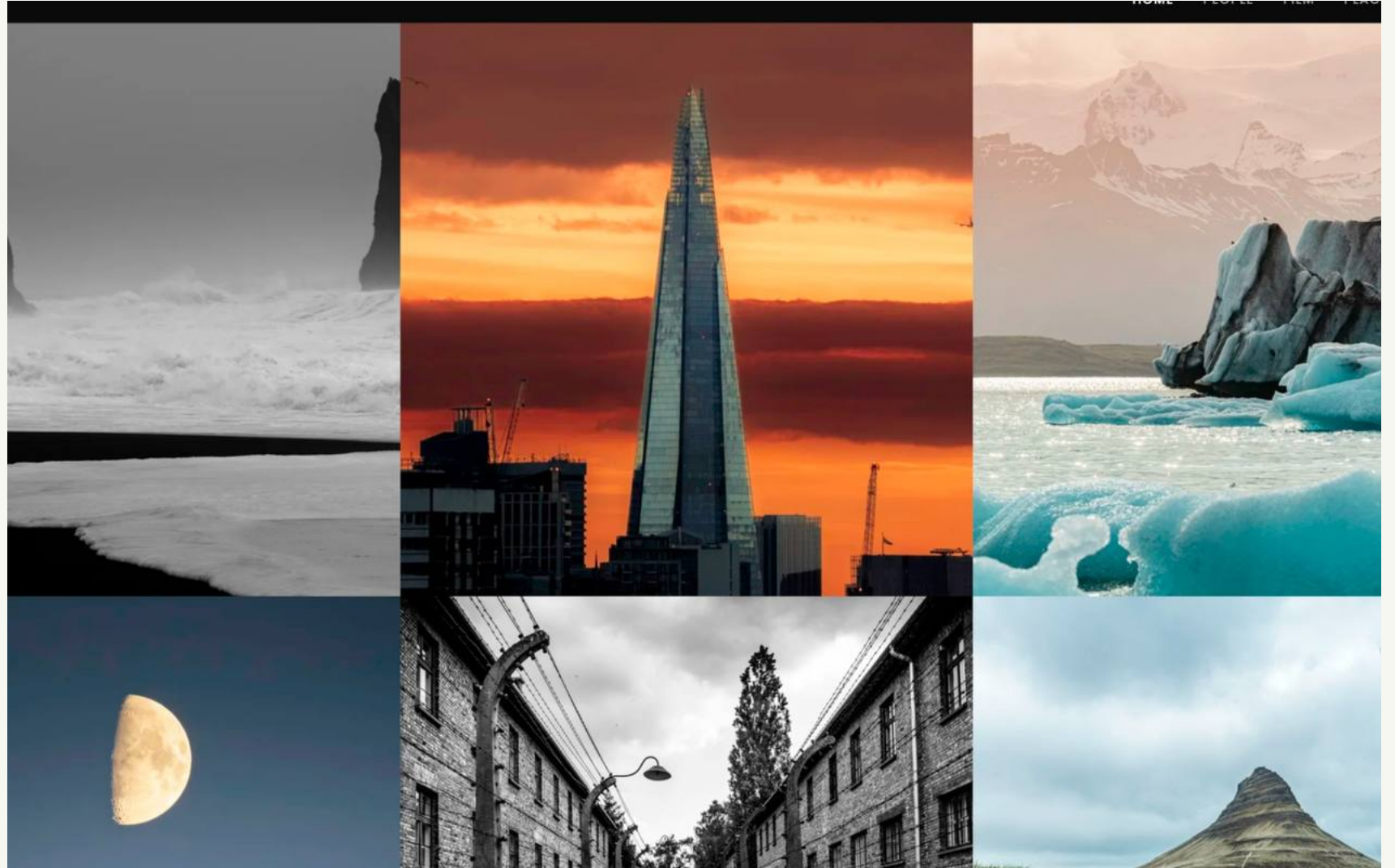
PHOTOGRAPH / LIST / COMMUNICATE / DISPATCH / SUPPORT

MY DIGITAL IDENTITY.

I created my photography website with AI support for the structure. I curated the galleries and shaped a visual experience that lets the work make the first impression.

IMAGES FIRST. MINIMAL TEXT.

robertoaphotography.com



UNDERSTANDING PEOPLE.

NEARLY 8 YEARS

Hospitality has supported my life and studies in London. A demanding, flexible working environment taught me resilience and gave me a practical education in people.

Progress and setbacks helped clarify my next step: bringing that experience into content and marketing.

UK hospitality has navigated Brexit-related disruption, the pandemic and rising costs.

OBSERVE

Notice body language, details and changing customer needs.

ADAPT

Listen carefully, respond calmly and adjust my communication.

CONNECT TO MARKETING

Relate service and relevant upselling to customer experience, perceived value and purchase decisions.

CREATIVE CRAFT. MARKETING THINKING.

CREATE

Photography & visual storytelling
Reel and video production
Image selection & cover design

COMMUNICATE

Audience and keyword research
AI-assisted scripts & captions
Italian & English communication

CONNECT

Customer service & observation
Feedback & collaboration
Resilience & adaptability

TOOLS ACROSS MY PRACTICE

Lightroom / Photoshop / Premiere Pro / Adobe Express / vidIQ / AI workflows

Next: a digital content and marketing role combining creative production, audience understanding and practical experience with people.

LET'S CREATE SOMETHING MEANINGFUL.

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