



Time Period: December 2011 – February 2012

Description: We coordinated analysis, strategy and management of the online communication campaign for Marco Doria, the independent candidate to the primary elections of the centre-left in Genova which were held on February 12, 2012. Specifically we developed the main themes of the campaign, continually monitored the progress of the opponents, managed the Twitter account and Facebook pages of the candidate, with the final result being victory of the candidate.

Website: [\[link\]](#)

Facebook Campaign: [\[visit the page\]](#)

Twitter Campaign: [\[visit the page\]](#)