

SILVIA CASALI

Visual Storyteller | Communications Strategist | Credentialed Sports Journalist

In an industry where photographers are often pigeonholed as purely visual creators, Silvia Casali represents a rare evolution: the photographer who thinks, writes, and strategizes at the highest level. With credentialed journalist status and 15+ international photography awards, she bridges the gap between artistic excellence and strategic communication.



Silvia Casali documenting professional sports - credentialed journalist access

15+

INTERNATIONAL
AWARDS

2M+

VIRAL
CAMPAIGN
VIEWS

100+

MAJOR
EVENTS
COVERED

12+

YEARS
EXPERIENCE

THE STRATEGIC ADVANTAGE

"Every image should serve a purpose beyond aesthetic appreciation. Whether it's driving 2M+ organic views on Instagram or documenting the defining moment of an athlete's career, the question isn't just 'did I capture it beautifully?' but 'what story does this tell, and how does it serve the larger narrative?'"

The Journalist's Approach to Photography

Her credentialed journalist status grants access to Serie A and Euroleague competitions, providing investigative storytelling skills, deadline-driven precision, and editorial judgment that selects the frames that matter most.

Measurable Impact

While photographers often struggle to explain their commercial value, Silvia's work speaks in metrics: 2M+ organic views through strategic campaigns, 1M+ YouTube video views from content strategy, and international media coverage through award-winning photojournalism.

PORTFOLIO OF STRATEGIC VICTORIES

LiveNation.IT

Official photographer for Depeche Mode, Vasco Rossi, Marco Mengoni, Cesare Cremonini, Tiziano Ferro. Specialized assignments including golden package experience documentation and tour sponsor content.

ROCKIN'1000

Official photographer for Romagna charity event (2023), 10 Years Celebration (2025), and Ducati corporate Christmas party featuring Rockin'1000 performances.

Sports Coverage

Credentialed journalist access to Serie A and Euroleague Basketball competitions. DKB International Dunk Contest exclusive photographer (2022-2024).

Corporate Transformation

Kulmbacher Gruppe international campaigns, Officine Credem innovation hub identity, Olmedo Spa corporate communications, E4 Computer Engineering CERN supplier strategy.

VIRAL CONTENT SUCCESS STORIES

New Bike YouTube Channel

Grew from zero to 21K+ subscribers and 1M+ total views through strategic content direction and visual storytelling.

Vogue Parrucchieri

Created Instagram campaigns achieving 2M+ organic views, demonstrating ability to engineer viral content that resonates with audiences.

Il Calendario Filosofico

Expanded brand presence to 1M Facebook and 500K Instagram followers through comprehensive visual strategy.

EDUCATION & CREDENTIALS

Economics & Commerce

University of Parma, Italy

International Business

UC Santa Barbara, USA

Sports Journalist

Credentialed for Serie A competitions

Languages

Italian (Native), English (Fluent), French (Proficient)

INTERNATIONAL RECOGNITION

2025

World Sports Photography Awards - Finalist & Special Mention

2024

IPA International Photography Awards - 5x Honorable Mention

2023

Women in Sports Photo Awards - 2nd Place (Taiwan)

2022

IPA Professional Competition - 2nd Place Sport Photography

2017

Sony World Photography Awards - Commended (London)

CORE SPECIALIZATIONS

Photography

Sports Events

Concerts

Corporate

Photojournalism

Digital Strategy

Viral Content

Brand Growth

Campaign Architecture

Multi-Platform

Professional Access

Sports Journalist

Serie A Access

Euroleague

Celebrity Relations

SIGNATURE PROJECT: "THE NURSE CHAMPION"

Award-winning photojournalism project documenting Pamela Malvina "Noutcho" Sawa's journey from Cameroon immigrant to EBU Silver lightweight boxing champion. The series captures her

dual identity as nurse and professional boxer, winning Honorable Mention at IPA International Photography Awards.

CONTACT & ENGAGEMENT

PROFESSIONAL INQUIRIES

admin@silviacasali.it

+39 335 526 8011

silviacasali.it

BUSINESS ADDRESS

Via delle Scuole 13

42019 Scandiano (RE)

Italy

DIGITAL PRESENCE

Instagram: [@silvia.a.casali](https://www.instagram.com/silvia.a.casali)

LinkedIn: [linkedin.com/in/silviacasali](https://www.linkedin.com/in/silviacasali)

Getty Images: Portfolio available

PROFESSIONAL SERVICES

International assignments

Brand campaigns

Strategic consulting

Crisis communication

