

# PATRICK FUSI

MBA & Marketing Management BA(Hons)

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Communications and marketing specialist with over ten years' experience leading digital, print, and social media strategy across both commercial and Catholic organisations.

Experienced in developing mission-focused communications that support evangelisation, pilgrimage, pastoral outreach, and public engagement. Skilled in content creation, strategic planning, and working collaboratively with clergy, ministries, and leadership teams.

## TECHNICAL SKILLS

### Social Media Management

Across YouTube, X, Meta

### Content Creation

Photography, Videography & Editing

### Branding & Design

Canva, Adobe & Microsoft Suite

### Copywriting

Campaigns, newsletters, press releases

### Website Management

Design, editing and CMS

### Analytics & SEO

Google and Facebook Ads

### Languages

English, Spanish, Italian

## CORE SKILLS

**Communications Strategy** - Planning and development of mission-focused communication strategies across digital, print, and social media platforms.

**Social Media Management** - Handling accounts on YouTube, X, Instagram and Facebook, including planning, audience growth, analytics, and campaign delivery.

**Content Creation** - Professional photography, videography, editing, and written content production for evangelisation, pastoral outreach, events, and public engagement.

**Editorial & Media Relations** - Writing and editing of articles, newsletters, press releases, promotional campaigns and pastoral communications.

**Stakeholder & Ministry Collaboration** - Working closely with clergy, ministry leaders, and Catholic organisations to develop effective and pastorally sensitive communications.

## RELEVANT WORK EXPERIENCE

2025 - Present    Sanctuary of Covadonga    Asturias, Spain

### Communications & Media Lead (Contract)

- Leading the communications strategy for the Sanctuary of Covadonga, one of Spain's most significant Catholic pilgrimage destinations.
- Working closely with the Abad (Abbot) and pastoral team to deliver the Sanctuary's pastoral plan.
- Managing and creating all print, digital, and social media communications.
- Photography and video coverage of major liturgical celebrations and ecclesial events.
- Increased digital engagement from 20,000 to over 400,000 monthly interactions through strategic content, focused on the identity, liturgical life, and spirituality of the Sanctuary.

2024 - Present    JC Journeys    Remote

### Marketing & Communications Lead (Contract)

- Designing the rebrand and strategic repositioning of a leading Catholic pilgrimage operator, placing faith and devotion at the centre of its identity and communications.
- Developing a new website, social media presence, and promotional materials.
- Managing ongoing communications, content strategy, social media, and pilgrimage initiatives.
- Writing and distributing a fortnightly email campaign featuring reflections on pilgrimage, the liturgical year, and the life of the Church.
- Developing relationships with pilgrims, parishes and clergy.
- Designing print and digital advertising for publications such as the Tablet and Catholic Herald.

**Content Marketing Specialist**

[Freelance for UK Agencies including Stagestruck, McGarry Bowen &amp; Peter's House]

- Leading teams to deliver marketing campaigns for top UK supermarkets
- Developed visuals and content strategies for digital and experiential marketing campaigns
- Storyboarding and development of pitch winning campaign bids
- Working in remote and hybrid roles

2018-2019 Stagestruck LTD

Anstey/London

**Creative Producer**

- Project management with reference to **Marks & Spencer** *Celebrity Tasting Panel* campaign
- Writing and producing Marks & Spencer's first Vegan campaign brand *Plant Kitchen*
- Developing and pitching shoot formats for clients such as **Disney, Samsung** and **JP Morgan**
- Managing six-figure budgets
- Organising production schedules
- Creating data driven marketing strategies and infographics for internal meetings

**OTHER EXPERIENCE**

2017-2018 Yorkshire Waterways Museum

East Riding, Yorkshire

**Project Manager [Volunteer]**

2013-2017 Essex Outdoors

East Mersea, Essex

**Outdoor Education Coordinator**

2013-2014 Waitrose LTD

Bracknell, Berkshire

**Marketing Assistant****EDUCATION**2017-2018 **MASTER OF BUSINESS ADMINISTRATION [MBA]**

York Business School

Grade awarded: Distinction

2017-2018 **STRATEGIC LEADERSHIP AND MANAGEMENT**

Chartered Management Institute

Grade awarded: Diploma Level 7

2014-2017 **MARKETING MANAGEMENT BA [Hons]**

York St. John University

Grade awarded: First Class

**ACADEMIC ACHIEVEMENTS**BUSINESS SCHOOL PRIZE 1<sup>st</sup> Place \*PROGRAMME PRIZE 1<sup>st</sup> PlaceDISSERTATION PRIZE 1<sup>st</sup> Place

\*Out of 120, 2018

**PILGRIMAGE TO THE HOLY LAND**

In 2019, I made a pilgrimage on foot from Essex to Jerusalem. This journey became a significant personal and vocational turning point, deepening my sense of purpose and leading me to focus my professional experience more intentionally in service of the Church and faith-based organisations.

I would be very happy to discuss this experience, and any aspect of my CV, in greater depth. Thank you.

REFERENCES PROVIDED ON REQUEST