

Roberto Semprebene

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Personal Profile

I am a result-driven manager with many years of experience in Digital Marketing. As COO/Studio Manager at Storm in a Teacup since 2016, I have led teams through every aspect of game development. Previously, I worked with major studios such as Filmauro and Universal Pictures on product placement and promotions. I was the personal assistant of Mr. Aurelio De Laurentiis, supporting Marketing, Communication, PR, Web Editing, and Social Media management. I co-founded ALittleBit Studio, specializing in Communication and Digital/Mobile Marketing Consulting and Management, where we also applied gameplay mechanics to business.

I teach videogame theory and business at IED Rome and Lazio Digital Academy. My academic background includes a PhD in Text Sciences, a Master's in Cinema & TV Production Management, and a Degree in Political, Economic and Institutional Communication.

Professional Experience

COO/Studio Manager

Storm in a Teacup | December 2016 – January 2026

- Lead a 15-people team in developing new video games from pre-production to distribution
- Oversee all aspects of studio operations
- Responsible for business development, production management, marketing and communication management, and direct reporting to the CEO

Tech/New Media Manager

Filmauro | July 2009 – December 2016

- Managed product placement and promotion for Filmauro's films
- Managed social media profiles (Facebook, Twitter, YouTube, Pinterest)
- Served as assistant to Mr. Aurelio De Laurentiis on tech/new media
- Responsible for marketing and communications, PR activities and event management, web editing, and social media management

Co-Founder and Transmedia Expert

ALittleBit Studio | January 2011 – February 2026

- Co-founded a communication and marketing consulting company, focused on culture and entertainment
- Led marketing, communication, PR, event management, web editing, and social media management activities
- Web journalism (including Four Magazine), teaching, and gamification initiatives

Adjunct Professor

Istituto Europeo di Design (IED) | October 2019 – Present

Teach video game theory, including industry practices, market dynamics, and production to second-year Media Design students

Adjunct Professor

ITS Lazio Digital Academy | May 2025 – Present

Teach video game theory, industry structure, market, and production

Publicity Assistant

Universal Pictures | September 2008 – June 2009

- Supported publicity and event management for major releases (e.g., Fast & Furious 4, Mamma Mia!, Madagascar 2)
 - Managed relationships with actors, directors, and their teams
 - Handled PR management, engaging with journalists across media channels
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Other Professional Experience

- Author, *Le Falkland. La guerra di Margareth Thatcher*, Intermedia Edizioni, Orvieto, 2021
 - Author, *Videogame. Una piccola introduzione*, Luiss University Press, Rome, 2017 (co-authored with D.E. Viganò)
 - Author, *La terra trema. Prove tecniche del Compromesso Storico?*, Effatà, Turin, 2009
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Education and Training

PhD in Text Sciences

Università di Siena | September 2007 – November 2010

Thesis: "The Videogame – Narration and Market"

Focused on videogames as fiction and entertainment markets, cross-media storytelling, and IP exploitation.

Auditor, Master in Cinema & TV Production Management

L.U.I.S.S. Business School | December 2007 – April 2008

Advanced training in commercial film, TV and audiovisual production management.

Degree in Political, Economic and Institutional Communication

L.U.I.S.S. "Guido Carli" | September 2005 – May 2007

Thesis: "La terra trema" by Luchino Visconti as an example of post-WWII cinema-politics relations in Italy.

Final Mark: 110/110 cum laude.

Skills

- Business Development
 - Digital & Traditional Marketing
 - Communication & Public Relations
 - Social Media Management
 - Production & Project Management
 - Gamification Strategies
 - Team Leadership
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Languages

- Italian (native)
 - English (excellent proficiency)
 - Spanish (basic)
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I hereby authorize the use of my personal data in compliance with Italian Legislative Decree 196/2003.

