

YJA YOUNG JOURNALIST OF THE YEAR 2025

Submission ID : 2145

Submission Type : Non WP Account

Your First Name : Magnus

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Your date of Birth : 28/11/1971

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I wish to enter the awards :

I wish to nominate : Viola Devoti - Content Creator & Marketing Executive of the America's Cup

Supporting file or files for your entry :

Please add any additional supporting information : Viola Devoti has burst onto the international journalism radar through her work with the America's Cup. She began as a compelling Content Creator, posting creative reels on Instagram and TikTok but then broadened her role significantly becoming the curator for all social output for the America's Cup. She works across all the major platforms on a daily basis and in May 2026 was appointed as Marketing Executive for the Cup, such is her talent. As a video journalist her reels and posts were immediately relatable, but she surprised everyone with a remarkable written piece on the Women of Naples that won widespread acclaim and is the most-viewed piece on the AC website. Viola is now in charge of a complete overhaul of the AC website as well as the curator of the 'Storytellers' programme that will

see her managing and editing social media content via members of the public to create compelling storylines. A first-class multi-media journalist, Viola is at the forefront of the new wave of journalists coming through the sport, and delivering outstanding, professional and world-class content to an audience of millions around the world. Naples & Women: When a City meets the future of the America's Cup: https://www.americascup.com/news/4144_NAPLES-AND-WOMEN-WHEN-A-CITY-MEETS-THE-FUTURE-OF-THE-AMERICAS-CUP