

# Luigi Botti

## PARTNERSHIP MANAGER

### EDUCATION

**International Master's in Sports Events and Facilities Strategy and Planning**  
2019

**Bachelor's degree in Economics and Management**  
2014-2018

**Scientific High School Diploma**  
2014

### EXPERIENCE

#### FIGC - AREA REVENUE

Partnership Manager Revenue Area FIGC - Sales, Licensing & Merchandising Office Seeking potential business opportunities and managing commercial negotiations for acquiring new partners for projects related to the National Football Teams, Youth Sector, Women's Serie A, and the Italian Referees Association.

Developing commercial formats for various assets of the Federation. Creating and marketing commercial projects in the market. Managing the Corporate Hospitality project for FIGC during Italy's National Football Team matches, encompassing both sales and back-office activities, as well as client management.

Developing and overseeing the Esports Project.

#### 05/10/2021 - TODAY

#### FIGC - AREA BUSINESS

Employee Sales/Marketing Office. Market analysis, searching for potential business opportunities Development of commercial formats related to various assets of the Federation Management of Corporate Hospitality packages, covering both sales and back-office aspects Development and management of Casa Azzurri Roma during the final phase of the UEFA EURO 2020 - <https://www.figc.it/it/tifosi/casa-azzurri/>.

Development of the Social Media Campaign Project for Euro 2020. Development and management of the Esports Project.

#### 05/10/2020 - 04/10/2021

### DATE AND PLACE OF BIRTH

05 August 1994

Naples (NA), Italy

### CONTATTO

📞 +39 3738061919

✉️ luigibotti94@gmail.com

🌐 <https://www.linkedin.com/in/luigi-botti-0347b1131/>

### PROFILE

Always passionate about sports in every aspect, with a particular love for soccer (both European and American), basketball (especially the NBA), and tennis.

In the workplace, I consistently demonstrate a strong commitment and I am not afraid to take on new projects.

My professional goal is to play a key role within a sports organization, actively contributing to its strategic growth

### LANGUAGE

Italian - Mother tongue

English - B2.2. EF Education First certificate

Spanish - Basic

## SOFT SKILLS

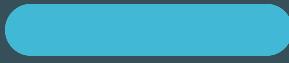
Strong inclination towards teamwork, good creative skills, excellent communication abilities, and the capacity to coordinate team efforts.

Proficient language skills and excellent customer management capabilities in both acquisition and back-office activities.

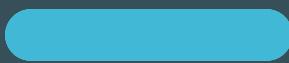
Available and sociable, work well with everyone.

## MICROSOFT OFFICE

WORD



POWER POINT



EXCEL



### FIGC - AREA REVENUE

Extracurricular Internship Marketing Office – Digital Area Development of the Digital Implementation Project for FIGC (creation of a CRM and DAM system) Development and management of the Esports Project  
**03/03/2020 - 04/10/2020**

### FIGC - AREA REVENUE

Curricular Internship Marketing Office – Digital Area Organization of Esports events.  
**02/09/2019 - 02/03/2020**

### EURO 2019 U21

Volunteer – Event Organizing Committee – Volunteer UEFA European Championship – San Marino Venue  
**18-25 giugno**

### Universal Youth Cup

Volunteer – Communication and Social Media Manager Area - Volunteer International Under-11 Soccer Tournament  
**19/04/2019 - 22/04/2019**

### A.C. ChievoVerona

Internship in the Sales and Marketing Office  
**17/09/2018 - 30/01/19**