

MARIA TERESA ROSATI

Digital Strategy

mariateresarosati96@gmail.com | +39 3347216955

Milan, Italy



WORK EXPERIENCE

AC Milan, Digital Strategy Analyst

Strategic Planning & Execution: Developed and executed projects to strengthen brand positioning collaborating with Content, Marketing, Sponsorship, and Retail.

Influencer & Creator Strategy: Led collaborations with creators and non-traditional media partners (e.g. Bleacher Report, 433, Goal), designing storytelling initiatives that expanded AC Milan's fan base in key international markets (US, Asia).

Data & Strategic Insights: Produced strategic reports and insights for executive leadership, leveraging performance data to optimize campaigns and brand positioning.

Platform Management: Managed strategic relationships with major platforms (Meta, YouTube, TikTok), launching innovative, creator-led formats aligned with youth culture and digital trends.

Milan, Italy

November 2021 – Today

Sky Italia, Intern at NOW – Content Marketing Sport

Marketing Strategy Implementation: Supported the development and execution of content marketing strategies for sports content on NOW.

Cross-Department Collaboration: Coordinated with Communication, Customer Base, and Platform teams to deliver integrated marketing campaigns.

Market & Performance Analysis: Conducted market research and performance reports to optimize marketing plans and promotional activities.

Milan, Italy

February – August 2021

Sky Italia, Intern at Sky Media – Marketing Sport

Commercial & Sales Strategy: Assisted in developing advertising offers, focusing on revenue optimization, and analyzed ad sales data and inventory utilization to enhance commercial effectiveness.

Milan, Italy

December 2019 – June 2020

EDUCATION

Università Luigi Bocconi

Graduate Degree in Marketing Management

Thesis on Serie A fans match scheduling preferences

Milan, Italy

September 2018 – October 2020

Università Luigi Bocconi

Undergraduate Degree in Business and Management

Thesis on TV and media convergence and Social TV viewing behavior analysis

Milan, Italy

September 2016 – October 2018

Università degli studi di Milano

Undergraduate Course in Business and management

(interrupted for moving to Bocconi University)

Milan, Italy

September 2015 – June 2016

SKILLS

English: Fluent (used daily in professional settings) | **Spanish:** intermediate (DELE B1 Certificate)

Project Management Tools: **Asana, Trello**

Social Media Management & Data Analytics Tools: **BlinkFire Analytics, Google Analytics, Meta Business Suite, TikTok Business Center, YouTube Studio**

Good command of **SPSS** and **STATA** & Basics of coding with **Python**

Basic command of **photo editing software**