

ANDREA USAI

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WORK EXPERIENCE

Fuse (Omnicom Media Group) - Milan, Italy
Sport Partnership & Event Specialist

December 2024 – Present

- Drive New Business initiatives and conduct market scouting, pitching sport partnership opportunities to key media center clients.
- Managed sponsorship budgets exceeding €1M across industries such as automotive, financial services, personal care.
- Coordinated end-to-end project activations, liaising with clubs, federations, suppliers, and clients to ensure delivery and strategic alignment.
- Developed an evaluation dashboard for clients, enabling comparison of potential partnerships based on audience fit, rights holder quality, expected ROI, and required investment.

Linkiesta - Milan, Italy
Sales & Marketing Assistant

September 2023 – January 2024

- Supported the creation and customization of commercial offers and partnership proposals.
- Managed cross-platform advertising planning (digital, print, live) and maintained relationships with key commercial stakeholders.
- Identified and initiated contact with a new client, contributing to the closure of a €100K special project.

AXA - Milan, Italy
Operations Assistant

July 2022 – September 2023

- Served as primary contact for a portfolio of international clients, managing policies worth over €600K.
- Oversaw cash flow and premium management, ensuring smooth operations and timely settlements.
- Supported clients with cross-border policy needs, maintaining high service standards.

EDUCATION

Università Commerciale L. Bocconi - Milan, Italy
Master in Marketing and Communication - MiMeC

January 2024 – April 2025

Università Commerciale L. Bocconi - Milan, Italy
BSc in Business Administration
Thesis: “Making Friends not Millionaires, the Fenix Trophy Case”

September 2019 – September 2022

Nova School of Business & Economics - Lisbon, Portugal
Erasmus Program

September 2021 – December 2021

SKILLS

- **Languages:** Italian (native), English (very good), Spanish (fair)
- **Tools:** Excel, PowerPoint, Word (Excellent); SPSS, Python (Basic)
- **Other:** Strong team player, project-oriented, proactive and detail-focused

ADDITIONAL INFORMATION

- **Awards:** Top200 CEO for One Month – Adecco
- **Volunteering:** Banco Alimentare - Over 5 years supporting Italy's National Food Collection Day, contributing to campaigns gathering ~7,000 tons of food annually for families in need.
- **Interests:** Padel, Mountain Bike, Fashion & Lifestyle.