

# MANUEL MARCHESE

Devising winning solutions, learning to innovate

## About Me



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Hobbies: music addicted, crossfit, concerts, football, travelling, surf

## LANGUAGES

- Italian (native)
- English (fluent)
- Spanish (intermediate)
- German (basic)

## EXPERTISE

- Working with budget goals
- Negotiating and reading situations
- Speed of calculation and out-of-the-box solutions
- Leadership and sense of duty
- Interpersonal skills in a multi-ethnic team

## OTHER

- Summer 2023, (freelancer) I managed [A.S. Lucchese's](https://linktr.ee/about.lucchese) media strategy for rebranding-> <https://linktr.ee/about.lucchese>
- Good knowledge of artificial intelligence, SaaS metrics and digital adv, basic of SEO, Python, Data Warehouse
- Certifications: [ECDL Advanced](#) (2018), [IELTS](#) (2019)

## WORKING EXPERIENCES

### Junior International Account Manager

[Max Mara Fashion Group](#)

Europe, September 2023- Now

- Area management and negotiations with franchisees and boutiques
- Analyze budgets, stores positioning, market share and scenarios

### Junior Business Developer

[OneFootball GmbH](#)

Berlin, February 2022 - June 2023

- Plan and launch digital campaigns, selling adv inventory
- Lead research, bid presentation and clients portfolio management
- Support activities with international clients or media centers
- Brand representation at matches or digital events (stadiums, IAB)

### Partnership Manager (Master internship)

[Venezia Football Club](#)

Venice, 2023

### Junior Business Consultant

[Awale Group](#)

Milano, 2021 - 2022

- Clients' portfolio management for "Journey to Cloud", digitalization of management processes, system integration and AI solutions

### Dealer Supporter (University internship)

[BMW GmbH](#)

San Donato (MI), 2020

### Other

Private teacher, pizza runner, waiter 2017-21

## EDUCATION

### 24 ORE Business School 2023

MSc in Marketing & Sales Management

### Milano - Bicocca University 2022-23

Master Sports Management

### Bocconi Business School 2018-21

Bachelor's Degree Business Administration and Management

### C. Cavalleri Scientific High School 2013-18

Exchange Program in Belgium, Saint-Maarten Bovenschool  
Free Mover in United Kingdom, Twin English School