

Riccardo Caristi

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EDUCATION

Master of Business Administration (MBA – taught in English) 2022 - 2024

Università degli Studi "Guglielmo Marconi" - Rome, Italy

- Graduated with honors.
- Thesis: "The importance of revenues in sport management and Lega Serie A case. Business model comparison between marketing strategies across US and Europe".

Bachelor of Science in Business & HR consultant 2017 - 2020

University of Messina - Messina, Italy

- Served as captain of the university soccer team.

RELEVANT EXPERIENCE

Head of communications August 2021 – Present

A.S.D. Basket Milazzo - Milazzo, Italy

- Cultivated a strong brand identity on corporate social media accounts by overseeing content creation, copywriting and audience engagement strategies.
- Established as the key liaison with press and media outlets, contributing articles and stories.
- Implementing online and offline marketing strategies. Led the rebranding process by designing a new team logo and uniform.

Business & HR consultant January 2021 – September 2022

Business consulting office - Milazzo, Italy

- Playing a pivotal role in debt analysis and labor union negotiations. Spearheaded recruiting, hiring, and social security enrollment processes.
- Provided expert business consulting services, including production and HR data analysis, report generation, and account management for 20+ clients.
- Acting as a crucial link between employer and employees.

ADDITIONAL EXPERIENCE

Casino Supervisor 2022 – Present

Battle of Malta tournament, Casino Malta – Malta

- Ensured seamless gaming operations as a supervisor and cashier.

Business Consultant – Intern October 2020 – December 2020

Dr. Ullo Antonino Business Consultant - Milazzo, Italy

- Contributed to business analysis, gaining practical experience in a dynamic consulting environment.

WHO AM I?

- Active soccer and basketball player with a passion for sport business, technology and marketing.
- Dedicated blood and bone marrow donor.
- Keen interest in stocks and ETFs, continuously developing trading skills.
- Experienced theatre and movie actor with appearances in Netflix and YouTube shows.

CERTIFICATES AND AWARDS

- **"Sports Marketing"** Certificate, Northwestern University, Evanston, IL
- **"Athlete marketing essentials"** Certificate, Front Office Sport
- **"Strategy consulting"** Certificate, Boston Consulting Group
- **"Environmental and Circular Economy Law"** Certificate, Ascheri Academy
- **"What is Business Analysis?"** Certificate, Project Management Institute
- **"Social Media Marketing Foundation"** Certificate, LinkedIn Learning
- **"Introduction to Data Analysis using Microsoft Excel"** Certificate, Coursera
- **"English language certificate – CEFR level: C1"**

Scholarship Winner

July 2014

Birmingham City University, UK

- One month of study experience in the United Kingdom.

SKILLS

- Proficient in MS Excel, PowerPoint, Google Suite, photo & video editing, accounting softwares and AI tools.
- Native Italian speaker. Advanced proficiency in English and intermediate proficiency in Spanish.
- Fast learner and team player with excellent communication skills.
- Goal-oriented, positive and friendly with team building skills.