



STEFANO FERRÈ

INFO & CONTACTS

Milan, Italy

(+39) 3440480787
stefanoferre1988@libero.it
linkedin.com/in/stefanoferre7/

ABOUT ME

Sports and cultures are my areas of interest: I'm a keen traveller with a strong passion for Football. The strength of communication fascinates me and I deep delve into it.

SOFT SKILLS

Communication and active listening
Collaboration and coordination
Time management
Critical observation
Adaptability

WORK EXPERIENCE

MARKETING MANAGER & CONTENT PRODUCER

Math&Sport, Milan (Mar 2021- Today)

- **Content creation** to support marketing goals and management of the existing customers (Lega Serie A, DAZN).
- Definition of **marketing and communication strategies** in order to develop and strengthen the brand.
- Production of data-driven content to enrich the media schedule
- **Permanent guest** for the Twitch show "Serie Anatomy", property of Cronache di Spogliatoio; and "Football Tips", property of Playerwin Live.
- **Lecturer at 24ORE Business School** for Sport Business Management and Data-Driven Marketing Masters.
- **Lecturer at Collège de Paris** for Sports Marketing & Communication Master.

HEAD OF MARKETING & COMMUNICATIONS

ILC School, Varese (Sep 2015 - Mar 2020)

- **Management and organization of ILC school activities** in the field of study vacation abroad and language courses in italian locations.
- Implementation of **marketing and communication strategic plans**.

TEAM MANAGEMENT, MARKETING & PRESS OFFICE

A.S. Varese 1910, Varese (Apr 2012 - Jul 2015)

- Organization of **first-team weekly programs and events**
- Management of press office area
- Planning of communication activities
- Drafting of merchandising plans
- **Relations management** with the team's stakeholders.

EDUCATION

MASTER FULL-TIME

SPORT BUSINESS MANAGEMENT

24ORE Business School, Milan (Apr - Dec 2020)
Marketing, Communications, Revenue, Accounting

BACHELOR DEGREE

MARKETING MANAGEMENT (MM)

Bocconi University, Milan (Sep 2010 - Mar 2013)
Final Dissertation: "Merchandising for the brand equity in a professional football team" - Graduation grade: 107/110

DEGREE

GENERAL MANAGEMENT (CLEAM)

Bocconi University, Milan (Sep 2007 - Jul 2010)
Final Dissertation: "How to build brand loyalty"
Graduation grade: 100/110

SKILLS

Languages

English, Spanish, French: full working proficiency

Operation tools: Office; Google Suite