

# Francesco Giulio Tesoro

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## Education

### Master in Sport Digital Marketing & Communication

April 2023 – July 2024

RCS Academy Business School | Milan, Italy

- Relevant Courses: Digital Marketing, Sports Communication, Omnichannel Strategic Communication, Sport's Event Organization, Project Management, Sponsorships.

### Bachelor's in Media and Communication

September 2019 - July 2022

Alma Mater Studiorum – Università di Bologna | Bologna, Italy

- Thesis: "Letteratura e comunicazione, un intreccio storico"

## Work Experience

### RCS, Giro E (Giro d'Italia) | Milan, Italy Intern

January 2024 – Present

- Coordinated the planning, layout, and operational management of all the stands within the Green Fun Village at each stop of the competition, ensuring efficient setup, logistical support, and effective visitor engagement.
- Led the identification, negotiation, and execution of sponsorship agreements, maintaining sponsor relationships, and ensuring brand visibility.
- Management of security at the start of each stop.

### Relais Bellavista | Sassari, Italy Content Creator

January 2020 – November 2021

- Conducted market research to understand audience preferences and trends to create comprehensive content strategies and editorial plans.
- Curated and edited engaging content for various social media platforms, ensuring high-quality visuals and compelling copy.

### VFG S.R.L | Bologna, Italy Content Creator

September 2017 – December 2019

- Developed content strategies and editorial plans.
- Produced and refined high-quality, SEO-friendly copy for website pages, blogs, and social media platforms.
- Designed wireframes and mock-ups to visualise website layouts and user interfaces, focusing on user experience and engagement.

## Additional Experience

### PR for Events and Parties | Bologna, IT

September 2015 – Present

Managed communications, invitations, and public relations for local events

### Assistant for Integrative Services | Bologna, IT

September 2020 – June 2023

Managed interpersonal communication, including with children with special educational needs.

## Relevant Projects

### Adidas | Milan, IT

November 2023

- Enhanced partnership between the Brand and the Italian National Football Team.

### Torino FC | Turin, IT

November 2023

- Developed sustainability and inclusion strategies.

### Milano Marathon | Milan, IT

October 2023

- Improved public perception and attendance.

### Africathletics | Milan, IT

September 2023

- Worked on fundraising and new communication strategies.

## Additional Information

**Languages:** Italian (Native); English (B2); Spanish (B1)

**Technologies:** Microsoft Office (PowerPoint, Word, Excel); Canva

**Soft Skills:** Time management, Adaptability, Problem-solving, Creative Thinking