

## MARCO DI LAURO

**Place of birth:** Naples (Italy) 22/11/1996

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### PROFILE

Passionate and dynamic sports professional with an extremely adaptable and easy-going approach. My passion for sports extends beyond physical activity to encompass a keen interest in all aspects of the sports industry. With an innate adaptability, I am continuously engaged in personal and professional learning and development. Strongly oriented towards networking, I value building meaningful connections and acquiring new knowledge from every interaction. This drive for continuous growth is evident in my ability to integrate and thrive in various contexts, turning every challenge into an opportunity. My proactive nature and dynamic lifestyle are reflected in my work approach, where I prioritize tangible results and quality human relationships.

### PROFESSIONAL EXPERIENCES

*September 2023 – present*

**Communication and Marketing at SSDRL Insuperabili**

Acting as the project lead for a major initiative named "Integriamoci," overseeing both its execution and communication strategies.

Preparation of PowerPoint presentations for establishing partnerships with external entities.

Management of athletes, ensuring their need and concerns were addressed.

*May 2024 – June 2024*

**UEFA Volunteer** at the Conference League Final (Athens, GR)

In the Accreditation department, I was assigned to the management and issuance of credentials to control access to specific areas during an event, ensuring safety and organization.

*June 2023 – August 2023*

**UEFA Volunteer** at the Conference League Final (Prague, CZ)

As Social Responsibility Officer I provided dedicated support to facilitate access and accommodation for people with disabilities at the stadium.

**UEFA Volunteer** at the Supercup Final (Athens, GR)

In the Accreditation department, I was assigned to the management and issuance of credentials to control access to specific areas during an event, ensuring safety and organization.

*August 2022 – September 2022*

Technical team support at **Port Vale FC** (League One professional football club) Stoke on Trent, UK

Supported the training of the first team and academy, coordinated the physical tests.

Fitness assessments: Organize and assisting fitness assessments, including VO2 max tests, sprint tests, agility tests and strength assessments

*August 2018 – September 2018*

Technical team support at **ND Gorica** (Slovenian professional football club) Nova Gorica, Slovenia

Supported the training of the first team and academy, coordinated the physical tests.

Data collection and analysis: Use of GPS trackers and heart rate monitors to collect performance data

## EDUCATION

*December 2022 – June 2023*

27<sup>th</sup> edition Master in Sport Business Management at 24ORE Business School, Milan

Main themes faced: Sports events and tourism, sport marketing, traditional and digital communication in sports, sport data management, e-sports, sponsorships and revenues in sports, startup, sport retail and sales management, sport facilities, AFC in sports companies, administration, finance and control, sport industry and sports law.

Project work in collaboration with TreEmmeSport: how to make a minor sport event (Roller Games) profitable for the sponsorship industry.

*August 2023 – present*

Master in Sport Management at UniPegaso

*October 2019 – September 2022*

Bachelor's degree in physical activity and sport sciences at Università degli Studi di Napoli

Parthenope – Thesis title: Posterior cruciate lesion in football

Grade: 105/110

June 2019

Linguistic high school diploma at Linguistic High School Picasso, Nola (Italy)

June 2016

International Baccalaureate at International School of London, UK

## LANGUAGES AND TECH KNOWLEDGE

Italian: Mother tongue

English: Mother tongue

Spanish: Good understanding and speaking.

Great knowledge of Microsoft package, iOS, Canva, Keynote.

## INTERESTS AND SOFT SKILLS

- Good adaptability and socialization developed in a multicultural environments (lived in Naples, London, Milan and Turin)
- Autonomy in work organization and collaborative in group work
- Fitness Enthusiast and healthy living, and to broaden my knowledge of this sector I am taking a Personal Trainer course called **Project Invictus**.
- Passionate about travelling, discovering new places, and meeting new people.
- Enjoy building professional and personal networks.
- Dedicated to volunteer work especially in the sports sector.
- Interested in the latest advancements in technology.