



NICOLO' PROVERA

PROFESSIONAL EXPERIENCE

Media Investment Analyst Specialist | Publicis Media, Milan

Oct. 2022 - Present

Main activities:

- Commercial agreements monitoring;
- Ongoing contacts with publishers regarding media budget allocation;
- Media online and offline investments canalization in order to maximize revenues.

Business & Data Analyst | Noisefeed, Chiavari (GE)

Jun. 2020 - Oct. 2022

Main activities:

- Market and business-related analyses;
- Supporting the Sales team in product presentations to football clubs, associations, agencies;
- Assisting the management in strategic activities (i.e. pricing, business development).

Business Operations Specialist | BID Company, Milan

Jan. 2020 - Mar. 2020

Main activities:

- Covering a connecting role between the Sales team and the CEO, with operational tasks;
- Sales pipeline monitoring;
- Operational costs controlling.

Finance & Controlling | FlixBus Italia, Milan

Oct. 2018 - Oct. 2019

Main activities:

- KPIs monitoring;
- Variance analysis;
- Reporting;
- Budgeting and Forecasting.

EDUCATION

Master of Science in Management

Università Cattolica del Sacro Cuore, Milan

Sep. 2016 - Dec. 2018

Grade: 110/110 cum laude

Thesis: The Personal Business Model in the Football Industry

Bachelor's degree in Economics and Management

Università Cattolica del Sacro Cuore, Milan

Sep. 2013 - Sep. 2016

Grade: 109/110

Thesis: The spread of Digital Marketing in the football industry. The Juventus FC case

CONTACTS

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Nicolò Provera

Great passion for sport, particularly football (soccer), activity practised at amateur level and for what goes around it, related to economics, finance, marketing and management.

Great interest regarding history and media too.

Strong adaptive spirit and really convinced that there is something new to learn every day.

LANGUAGE SKILLS

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| • Italian | Native |
| • English | Fluent |
| • Spanish | Fluent |
| • German | Basic |

ICT and CERTIFICATIONS

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| • Microsoft Office | Advanced |
| • Power BI | Basic |
| • Wyscout | Good |
| • Google Analytics | Basic |
| • Python | Basic |

I authorize my personal data treatment in accordance with the Italian Leg. Decree 196/2003, and European Reg. 2016/679.