



CARLO FRANCESCHI

INFO

Date of birth: May 12th 1993

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Via Luigi Giussani 6 – 30038 Spinea
(VE) - Italy

ACADEMIC BACKGROUND

February 2018 – February 2019

MasterSport 2018 Edition

**International Master in Strategic
Management of Sports Organizations,
Events and Facilities**

University of Parma (Italy) and
University of San Marino.

September 2014 – November 2017

Bachelor's Degree

Foreign Trade

Ca' Foscari University of Venice, Italy

August 2016 – January 2017

Erasmus+ Project

Vytautas Magnus University, Kaunas,
Lithuania

ABROAD EXPERIENCE

September 2013 – June 2014

Working Holiday Visa in Australia

LANGUAGES

Italian: Native

English: Advanced

SKILLS

- Creative attitude
- Sponsorship activation
- Account and Management
- Microsoft Office
- Interpersonal skills

HOBBIES

- Cycling
- Climbing
- Travel

PROFESSIONAL EXPERIENCE

Calcio Padova S.P.A

Marketing & Sales Manager

August 2021 – ongoing



Padova

- Proposal and implementation of sales strategies: sponsorship and corporate packages;
- First contact and negotiation with new prospects;
- Account management and partnerships activation;
- Management of collateral activities (shootings, content productions) with communication agencies;
- Experienced in using Salesforce's "Account Engagement" platform;
- B2B events management;
- Hospitality management;
- LED playlist management;
- Match day: on-site planning and organization.

A.C. ChievoVerona

Marketing & Sales

August 2020 – August 2021



Verona

- Proposal and implementation of the sales strategy: sponsorships and corporate packages;
- First contact and negotiation with new prospects;
- Account management and partnerships activation;
- Development of marketing campaigns and fan engagement activities;
- B2B events management;
- LED playlist management;
- Match day: on-site planning and organization.

Infront Sports & Media AG

Account Implementation

January 2020 – August 2020



Milan

- Responsible for the implementation of Infront Italy sponsorship contracts for football clubs Cagliari Calcio, ACF Fiorentina, Bologna FC, S.P.A.L, Parma Calcio 1913 and Unione Sportiva Salernitana 1919;
- Management and optimization of contractual benefits relating to the sponsors' visibility;
- LED playlist management;
- Organization and monitoring of the sponsors' visibility in the Venue.

Italian Football Association

Venue Manager Assistant for 2019 Uefa Euro u21

October 2018 – July 2019



Udine

- Representative of Italian Football Association in Udine Dacia Arena for the 2019 Uefa European U21 Championship organization;
- Editor of reports for Uefa;
- Management of long standing relationships with the stakeholders;
- Support of logistics and operations in Dacia Arena;
- Event day: on-site planning and organization.