

# Martina Riccitelli



## Contact

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- Milan, Italy

## About Me

Dynamic Partnerships, Marketing and Communication Professional with 5+ years of experience in the sporting industry. Skilled in developing and executing strategic campaigns for driving brand visibility and engagement. Proven ability to build and maintain strong relationships with key stakeholders, including media, partners and clients. Adept at aligning communication efforts with corporate objectives to deliver measurable results and enhance overall brand presence.

## Languages



## Professional Experience

### PR and Marketing Coordinator – EMEA *XXV Winter Olympic and Paralympic Games*

2024 – Present  
Milan, Italy

- Digital Marketing
- Crisis Management and Communication
- Strategy and Activations
- Monitoring and Reporting
- Stakeholders Relations
- Media Relations

### Marketing and Partnerships Manager *Myprotein*

2023 – 2024  
Manchester, UK

- Partnerships
- Digital Marketing
- Stakeholders Relations
- Strategy Development
- Campaign Management
- Customer Engagement
- Product Marketing
- Monitoring and Reporting

### Marketing & Partnerships Executive *Marathonbet*

2022 – 2023  
Madrid, Spain

- Partnerships
- Digital Marketing
- Stakeholders Relations
- Strategy Development
- Campaign Management
- Customer Engagement
- Monitoring and Reporting

### Sports Journalist *C.F. Real Madrid TV (ENG) | Agencia EFE (ESP)*

2021 – 2022  
Madrid, Spain

- Events and News Coverage
- Interviews
- Writing and Editing
- Multimedia Production

### Digital Marketing Executive *F.C. Internazionale Milano*

2020 – 2021  
Milan, Italy

- Digital Content and Design
- Media Management and AI Optimisation
- Monitoring and Reporting
- Contributions to Editorial Publications:
  - Marsilio (2021) INTER – ICONA SENZA TEMPO
  - Giunti (2021) I M SCUDETTO – CAMPIONI D’ITALIA 20/21

## Education

### MBA in Sports Management & Communication *C.F. Real Madrid*

2021 – 2022  
Madrid, Spain

### MSc in Strategic Communication & Marketing *IULM University of Milan*

2019 – 2021  
Milan, Italy

### Overseas Program in Business Japanese *Shibuya Gaigo Gakuin*

2018 – 2018  
Tokyo, Japan

### BA in East Asian Studies *Ca' Foscari University of Venice*

2015 – 2018  
Venice, Italy