

LORENZA ZENO BIO

Date and place of birth: 04/08/2001, Nocera Inferiore (IT)

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WORK EXPERIENCE

Marketing Omnichannel Intern, adidas Spain	Mar 2024 - Sep 2024
<ul style="list-style-type: none">Managed the implementation of promotional campaigns in factory outlets in IberiaCoordinated marketing campaigns and store opening projects with adidas HQsCreated purchase orders for in-store communication materialsSupported outlets' Store Managers and Visual Merchandisers in daily operations and monthly maintenance	
Country Manager Italy, Matchday Nutrition	Jul 2023 - Feb 2024
<ul style="list-style-type: none">Responsible for Italian market operations, marketing, social mediaPoint of contact for Italian football players and football influencersPerformed ads KPIs analysis with MotionManaged customer service for Italian customers	
Studio Assistant, Rocycle Cologne	May 2023 - Jul 2023
<ul style="list-style-type: none">Ensured smooth operations and customer experienceManaged customer bookings, sales transactions and inventoryGenerated insightful sales and stock reports	
Marketing & Communication Intern, Mani Tese NGO	Aug 2021 - Oct 2021
<ul style="list-style-type: none">Analysed flow of donors with Google AnalyticsCreated social media content and promotionsTranslated and published website content through WordPress	

EDUCATION

MSc Sport Management	Oct 2022 - Present
German Sport University (Cologne, Germany)	
<ul style="list-style-type: none">Main areas of study: Marketing, Sponsorship, Event & Project Management, Olympic Governance, Economics, Finance.Main projects: research project on fan attachment to San Siro Stadium; social media strategy project focused on football, presented at Adidas HQs; simulated Moot Court on breach of the Olympic Charter; marketing pitch for American football team Rhein Fire.Currently writing Master thesis on competitive balance in European football after the introduction of the UEFA Conference League	
BSc International Economics & Management	Sep 2019 - Jul 2022
Bocconi University (Milan, Italy)	
<ul style="list-style-type: none">Final grade 108/110Bachelor thesis about Fan Tokens as a sponsorship tool in footballExchange Semester at Simon Fraser University (Canada) // GPA 4.0/4.0	

LANGUAGES

*****	Italian (Native)
*****	English (Proficient)
*****	Spanish (Proficient)
****	German (Intermediate)
****	French (Intermediate)

IT SKILLS

- Full Office package
- Meta Business Suite
- SAP Ariba Procurement
- PowerBI
- Shopify
- Statistical S/W: STATA, SPSS, R
- Google Analytics & Google Ads
- WordPress
- Smartsheet

VOLUNTEER

- Tennis coach at summer camps for kids
- Volleyball tournaments organization in high school