

## **Andrea Previati**



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### **EDUCATION**

#### **St John's University, Jamaica, NY**

- MBA con focus in Marketing, **GPA 3.61**
- BS in Management, **GPA 3.86**

**September 2018-May 2020**  
**January 2015-May 2018**

#### **SDA Bocconi, Milan, Italy**

- Program Executive "Management del Calcio"  
in collaboration with FIGC

**May 2021-September 2021**

### **LEADERSHIP**

#### **St John's Men Soccer New York**

**January 2014-August 2018**

##### *Team's Captain*

- Manage meetings, travel and practice schedule for 30 players
- SJU Athlete of the Year 2017
- BIG-EAST All Academic Recognition 2014, 2015, 2016, 2017, 2018

#### **St. John's University, Student Athlete Advisory Committee**

**September 2015-August 2018**

##### *Athlete Representative*

- Promote communication between the administration and student-athletes through weekly meetings defining Corporate and Social strategies.

### **WORK EXPERIENCES**

#### **Juventus FC, Turin, Italy**

**September 2018-Present**

##### *Corporate Communications e Public Affairs Coordinator (October 2023-present)*

- Development and implementation of the national and international media comm strategies with focus on brand projects, innovation events, academies & legends activities, summer tour, eSports & influencers activations
- National & International media outreach: build and maintain a trustworthy relation with Journalists - Influencers - Digital Media – Press.
- International Events Communications Coordinator: club's communication point of contact for events related to Marketing & Brand - Summer/Winter Tournée - Legends activations - Innovation - eSports - Juventus Academy - B2B events - Conferences Sport/Corporate
- Research, find, test and apply solutions for quantitatively measuring PR campaigns, media activities and company reputation
- Positive attitude and promotion of teamwork: being open-minded and prone to changes, suggesting new and innovative ideas. Build and maintain constructive internal and external relations through a proactive and open attitude

##### *Corporate Communication Specialist (July 2022-September 2023)*

- Daily activities of Press Release, Press Conference and Interview for Juventus Corporate
- Media PR, Influencer PR, Media Mailing List, Media Activation for Corporate Purposes

- Monitoring and reviewing Digital Contents, Partnership Press Releases, Marketing Activities
- Event Media PR, Protocol & External Relations
- eSports Juventus Team Press Relations, Media Activities, Media Support

*Press Office Specialist (July 2021-June 2022)*

- Daily activities of Press Release, Press Conference and Interviews for Juventus First Team
- Interviews, Press Relations, gameday Media Activities for Juventus Women
- eSports Juventus Team Press Relations, Media Activities, Media Support
- Corporate Press Release and News Monitoring

*Press Office Junior Specialist (September 2018-June 2021)*

- Daily activities of Press Release, Press Conference and Interviews for Juventus First Team
- Covering Media Activities and gameday Press Interviews for Juventus U23 (2018-19)
- Interviews, Press Relations, gameday Media Activities for Juventus Women (2020-21)

**Graduate Assistant St John's Marketing Department, Queens, NY    January 2018-August 2018**  
*Assistant Media Planning*

- Analyze marketing charts, research and create marketing data to increase student enrollment

**Relevant Sports, New York, NY**

**May 2017-August 2018**

*Protocol Liaison for Manchester City 2017*

*Internship Liaison for Juventus FC 2018*

- Coordinated halftime gift exchange in collaboration with president, CEO and administrator director
- Organized national team travel nationwide for X players for x games

**America Oggi, New York, NY Editor, New York**

**January 2015-September 2018**

- Covering New York City Football Club games for Sport Plus and America Oggi.
- Mlsocceritalia.com relator & live videos for website and Facebook with more than 2000 readers.  
<https://www.mlsocceritalia.com/category/college-soccer-italians/>

**VOLUNTEER:**

- Big East Volunteer Program
- He for She Campaign SJU

**SKILLS:**

- Italian (Native), English (Full professional proficiency), Spanish (Limited working proficiency)
- Word, Excel, PowerPoint, Social Media, Outlook)
- Problem Solving, Teamwork, Adaptability, Interpersonal skills, Decision Making, Confidence

**AWARDS**

- National Society for Leadership and Success
- Dr. Peter Vitulli Award 2016-2017
- Juventus Talent Management Program 2022-2024