



Rocco D'auria

Date of birth: 10/06/1994 | **Nationality:** Italian | **Gender:** Male | **Phone number:**
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ABOUT ME

Business Manager with a **Master's degree in Sports Business Management (IUM)** and a specialization in **Olympic Management (CONI)**. Currently serving as **Arrival & Departure Supervisor at the Olympic Village in Livigno for the Milano Cortina 2026 Foundation**, with responsibility for managing athlete and delegation flows to and from airports and train stations. **Worked with the Italian Olympic Delegation during the Paris 2024 Olympic Games**, contributing to a broad range of marketing, event, logistics, and on-site operational activities, **bringing a solid background and skill set across sports operations, logistics, marketing, event management, and on-site coordination in complex, international environments.**

WORK EXPERIENCE

ARRIVAL & DEPARTURE COORDINATOR – OLYMPIC VILLAGE, LIVIGNO – FONDAZIONE MILANO CORTINA 2026 – ORGANISING COMMITTEE OF THE OLYMPIC AND PARALYMPIC WINTER GAMES – 2025 – Current – MILAN, ITALY

- Coordination of arrivals and departures operations for athletes, staff, and international delegations to and from airports and railway stations.
- Management of flows at key points of entry, ensuring efficient transfers to the Olympic Village.
- Supervision of the operational team dedicated to AND (Arrivals & Departures) activities.
- Support to NOCs in logistics planning, ensuring compliance with the Organising Committee's official protocols.
- Resolution of operational issues and continuous coordination with Airport Managers, Venue Managers, and TRA/LOG teams.
- Coordination of validation processes (PVC/OIAC) and assistance to Games Clients at Service Points.
- Monitoring of the ADS (Arrivals & Departures System) to optimise capacity, waiting times, and transport planning.

MARKETING AND SPORTS MANAGEMENT AT PARIS 2024 OLYMPIC GAMES – NATIONAL OLYMPIC COMMITTEE OF ITALY – 2024 – 2024 – PARIS, FRANCE

Coordination of marketing aspects of Casa Italia and the National Olympic Delegation during the Paris 2024 Olympic Games;

- Management and mediation with Worldwide partners and 'Italia Team' partners;
- Management and organisation of institutional events at Casa Italia;
- Hospitality and logistics for athletes and Olympic Ambassadors at Casa Italia;
- Analysis and follow-up monitoring of the 2030 Agenda Sustainable Development Goals;
- Collaborating effectively with multiple teams and senior executives across multiple functional areas.

PROJECT MANAGER – CONFCOMMERCIO TARANTO – 2023 – 2023 – TARANTO (TA), ITALY

- Coordination of the entire project;
- Identification of corporate targets;
- Strategic Planning;
- Branding Plan;
- Company contact person for the municipalities of Palagiano and Palagianello(Ta);
- Social media manager;
- Marketing manager in line with the company's general objectives;
- Increasing public awareness of the company and its mission;
- Organisation and coordination of company events;
- Managing social campaigns;
- Managing relations with corporate partners.

MARKETING MANAGER – PUBLIC ADMINISTRATION – 2022 – 2022 – PALAGIANO (TA), ITALY

- Social network management;
- Management of institutional events;
- Campaign management;
- Strategic planning;

MARKETING MANAGER – NEW BASKET PALAGIANO – 2022 – 2022 – PALAGIANO (TA), ITALY

- Social Media Manager;
- Management and organisation of sports events;
- Management of sponsorship contracts and corporate partner budgets;
- Strategic planning;
- Branding plan;
- Marketing office coordination.

MARKETING & EVENTS MANAGER – GIOIELLA PRISMA TARANTO – 2021 – 2022 – TARANTO (TA)

- Social Media Manager
- Coordination and organisation of sports events
- Coordination of ticketing activities;
- Coordination of the Hospitality area;
- Mediating relations with team managers and the Italian Volleyball Federation (FIPAV);
- Managing sponsorship contracts and corporate partner budgets;
- Travel planning;
- Direct collaboration with the creative department, press office and suppliers;
- Managing external suppliers for the creation of digital materials.

CALL CENTER – 2010 – 2011

- Product profiling based on the customer contacted
- Technical consulting
- Teleselling

EDUCATION AND TRAINING

06/05/2024 – CURRENT Roma (Ro), Italy

FIRST 'GIULIO ONESTI' OLYMPIC MANAGEMENT COURSE CONI High School of Olympic Specialisation

- Legal Aspects in Sport (WADA and NADO; Social Media Policy and Digital Rights; contracts for the promotion and management of sports events)
- Economics and Management in Sport (Administration, management control and taxation in sports enterprises; evaluation and budget analysis for sports organisations; sports sponsorship and partnerships)
- Human Resources Management and Leadership in Sport
- Sports Event Management and Communication (Digital PR; Social Media Strategy; Corporate and Brand Communication; Storytelling; Brand Reputation and Crisis Management)
- Data Management, Artificial Intelligence in Sport.
- Technology and Sustainability in the Sport Industry
- ESports and New Business Opportunities

31/08/2020 – 26/11/2022

MASTER: MSC IN SPORT BUSINESS MANAGEMENT International University of Monaco

1. Focus on theoretical and functional keys to the sports industry, such as accounting and financial management, operations, communication and sports marketing.
2. Sports sponsorship, sports events, sports branding, digital marketing and sports governance.
3. Corporate project with SPORTEL

Field of study Sport Business Management

31/08/2016 – 03/06/2019

DEGREE IN MOTOR SCIENCES

1. study of the human body and creation of a physical activity programme

SOCIAL MEDIA MANGAGER Social Media Training by Luca La Mesa

Bari (Ba), Italy

TRAINING COURSE: MANAGER 1ST AND 2ND LEVEL Federazione Italiana Tennis e Padel

LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

| | UNDERSTANDING | | SPEAKING | | WRITING |
|---------|---------------|---------|-------------------|--------------------|---------|
| | Listening | Reading | Spoken production | Spoken interaction | |
| FRENCH | A1 | A1 | A1 | A1 | A1 |
| ENGLISH | C1 | C1 | C1 | C1 | C1 |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Proficient in Microsoft Office (Word, Excel, PowerPoint, etc.) | Good knowledge of CRM Salesforce | SEO/SEM and Google Analytics | Operating Systems - Windows, MacOS, Android, IOS | Arrivals & Departures Operations (AND) | Olympic & Paralympic Games Operations | Airport, Rail & Transport Coordination | Athlete & Delegation Flow Management | Stakeholder & NOC Coordination | Team Supervision & On-site Leadership | Logistics & Mobility Planning | Problem Solving in High-Pressure Environments | Crisis & Time-Critical Decision Making | Compliance with Olympic Protocols & Procedures | Event & Project Management

FURTHER INFORMATION

Sports Experiences

During my sports career I competed with the Club Tennis Bari in series B and Tennis Club Martina Franca, Tennis & Squash Vado Ligure, Pro Loco Marina di Ginosa in series C.
As a Team Puglia athlete I attend in several editions of the "Mario Belardinelli Cup"
I gained the title of Federal Coach with Italian Tennis and Padel Federation (FITP) and worked at international sports clubs such as Circolo Tennis Bari (BA) and Golarsa Academy (MI).

References

- **Dr. Tullio Mancino** Director Sistema Impresa Società Consortile a R.L.
- **Dr. Domenico Pio Lassigna** Mayor of the City of Palagiano
- **Monica Mazzei** Vice Presidente Edra Spa

I hereby consent to the processing of my personal data contained in this CV for recruitment purposes, in accordance with applicable data protection laws, including the General Data Protection Regulation (EU) 2016/679 (GDPR). My data will be handled confidentially and used solely for evaluation in the recruitment process.

15/12/2025