



GIACOMO AMISTANI

Studente @MasterSBS

CONTATTI

Cellulare:

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Domicilio: Via Paolo Caliari 25
Verona (VR)

Data di nascita: 14/12/1997

Driving licence: auto B

COMPETENZE SOFT

- Active listening
- Conflict management
- Proactivity
- Negotiation
- Teamwork
- Results orientation

HARD SKILLS

- Marketing Strategies
- Sell-out and Sell-in Optimisation
- BR – Business Review
- Office Package
- Canva
- Xtel Management System – order entry

WORK EXPERIENCE

Key Account Specialist Pet

MARS ITALIA | Verona
September 2023 – October 2025

Responsibility for sell-in and sell-out of an assigned customer portfolio (€1 million managed);
Management of product ranges and promotional calendars;
Target of sales growth and improvement in the profitability of products in the portfolio.

Grocery Store Sales Representative

MARS ITALIA | Torino
February 2023 – October 2023

Implementation of sell-out activities in the various stores managed;
Management of local promotions and implementation of activities in extra displays;
Analysis and implementation of category projects on the shelves of points of sale.

Digital Content Stagiare

MARS ITALIA | Milano
April 2022 – January 2023

Management and responsibility for the content of Mars online product pages through collaboration with creative agencies.

Inside Sales IT

CONNECTION H2H | Madrid
January 2022 – April 2022

Telemarketing campaign for lead generation in the IT sector;
Management and development of databases containing prospects and potential leads.

Social Media and Marketing Internship

CONNECTION H2H | Madrid
September 2021 – December 2021

TRAINING COURSES

Advanced Negotiation Course

MARS ITALIA
July 2024

Course held in the workplace and based on the in-depth study of negotiation skills through theory and practical exercises such as role play.

LANGUAGE SKILLS

Native Italian speaker
English B2
Basic Spanish

HOBBIES AND INTERESTS

My hobbies are practising and enjoying sports, specifically running. I spend a lot of my free time training for half marathons. I also enjoy cooking and travelling to discover new cultures.

EDUCATION AND TRAINING

Ca' Foscari Challenge School

SBS Master's Degree in Sport Business Strategies
October 2025 – ongoing

Ca' Foscari University of Venice

Master's Degree in Innovation and Marketing
Department of Management (ENG)
November 2020 – July 2023

University of Trieste

Bachelor's Degree in Economics and Business Management (ITA)
September 2017 – November 2020

Final thesis: 'Financial Fair Play: from an aggregate analysis of characteristics and impacts to a comparison between Juventus and Manchester United'

STUDY ABROAD EXPERIENCE

Erasmus + for studying

University of Economics Wroclaw

January 2020 – June 2020

Exams taken in English;
4.8/5 ECTS exam assessment.