

Giulio Genovese

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Education

EMBS - MSc in Business	Trento, Annecy, Kassel, Leon
Master's degree LM 77 - joint degree in IT, FR, DE, ES	09/2023 - 01/2026
<ul style="list-style-type: none">• Relevant courses: International accounting, macroeconomics, pricing & distribution management, marketing management, business strategy.• Projected Graduation Score: 110/110 (first class honours)	
University of Palermo	Palermo, IT
Bachelor of Science in Economics and Finance	09/2020 - 10/2023
<ul style="list-style-type: none">• Relevant courses: accounting, business strategy, management, financial maths, econometrics, microeconomics.• Graduation Score: 110/110 (first class honours).	
Liceo Scientifico Statale “Stanislao Cannizzaro”	Palermo, IT
	09/2015 - 06/2020
<ul style="list-style-type: none">• Participated both to Italian and mathematics olympiads in multiple years.• Relevant courses: mathematics, physics, chemistry, Italian, Latin.	

Work Experiences

Pirelli Tyre S.p.A.	Milan, IT
Global Product Marketing Intern - Motorvehicle Department	06/2025 - 12/2025
<ul style="list-style-type: none">• Analysed industry trends and competitor strategies to support tyre product development for motorcycles globally.• Creation of a marketing concept for a future product.• Support and participation of the management of Metzeler’s stand at EICMA (Milan Motorcycle Show).• Collaborated with R&D and brand teams to further improve products.• Main competences developed: Market analysis, product life management, product launch	
Jay & Joy	León, ES
Marketing Consultant - Partnership between Universidad de León and Jay & Joy	02/2025 - 05/2025
<ul style="list-style-type: none">• Conducted in-depth market research on the Spanish plant-based food sector, including competitor benchmarking and buyer persona analysis.• Developed low-budget, high-impact marketing strategies, including influencer collaborations and brand partnerships.• Main competences developed: market analysis, international marketing strategy, brand positioning, evaluation of sales and distribution channels, market expansion planning.	

Extra Curricular Activites and Volunteering

Blood Donator - Thalassa	Palermo, IT
<ul style="list-style-type: none">• Serving as a regular blood donator since when I turned 18 years old.	2020/Current
Math private lessons to high school students	Palermo, IT
<ul style="list-style-type: none">• Given private classes to high school students during the years attending my bachelor in my native city.	2020/2023

Languages and IT Skills

<ul style="list-style-type: none">• Italian: native.• English: fluent (CAE Cambridge C1).• Microsoft Office (Excel, PowerPoint, Word): professional proficiency.• Programming Languages: SQL, basic programming knowledge (part of course in the Bachelor, final grade 29/30).• Statistics Softwares: R softwares (Radiant, RStudio, RCommander).	
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Additional Information and Personal Achievements

<ul style="list-style-type: none">• Spent a semester in Gosport, England at the age of 16 to attend English high school for a semester. I have always loved traveling and been up for a challenge.• Played competitive volleyball, winning inter-school championships and reaching regional-level tournaments.	
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