



Michele Napolitano

Junior Sport Marketing & Brand Management

Work Experience

Co-founder & Organizer – Balilla Summer League

Local Street Basketball Tournament – Civitanova, Italy

August 2021- Ongoing project

- Coordinated event logistics, scheduling, and team operations for a 3x3 street basketball tournament, ensuring smooth execution and on-site management.
- Managed sponsorship outreach and partnerships with local businesses, overseeing administrative, legal, and budgeting activities.
- Developed and implemented marketing and social media strategies, creating content, managing channels, and drove community engagement and visibility through social media content and event promotion
- Sport Marketing case study about BSL 2025: bit.ly/45Qxx7t

Intern – Sport Management & Marketing | ENJOY

Internship – Cernusco sul Naviglio, Italy

March 2025- October 2025 (Completed)

- Supporting business development and marketing campaigns across Multisport programs.
- Creating digital content and social media strategies to enhance visibility and brand engagement.
- Sponsorship research, and event organization

Professional Basketball Player – Virtus Civitanova

2016-2019

- First-team player in Italian basketball leagues. Developed strong discipline, resilience, and leadership.
- Assistant Coach – Basketball Summer Camp

Education

Università Carlo Bò di Urbino

2019 – 2023

- Bachelor's Degree in Sport science and physical education

Università degli studi Milano Bicocca

November 2024 – November 2025 (Completed)

- Master's Degree in Sport Business & Management – Organization & Marketing of Sport Events

Former basketball player turned sport business professional, passionate about sport marketing, digital strategy, and brand development.

Holder of a Master's degree in Sport Business and Management (MASPES, University of Milan-Bicocca), with a specialization in Sport Marketing and Sport Event Organization.

Focused on creating data-driven and creative marketing strategies that enhance brand identity, fan engagement, and long-term value.

Contacts

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Skills

- **Marketing & Digital:** Social Media Strategy · Content Creation · Digital Marketing · Campaign Planning
- **Management:** Team Leadership · Event Coordination · Project Planning · Sponsorship Management
- **Sport Insight:** Athlete Mindset · Brand Communication · Fan Engagement · Sustainability Strategy
- **Social Media Manager:** professional certificate · (SEO, KPI, Copywriting, Canva)

Languages

- English: fluent
- Italian: native

Signature: