

LORENZO PELLIZZERI

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Marketing and communication have always been my playground — where ideas take shape, stories connect, and brands come to life. Over the years, I've built a versatile skill set spanning **omnichannel campaigns, integrated strategies, content creation, and client management**, refining my ability to **lead projects and turn creative vision into results**. Driven by a passion for the sports and advertising industries, I've collaborated on projects for **Kawasaki Motors Europe & Global, Salone del Mobile, E.ON Energia, Ferrero, Serie A, AC Milan, and FC Internazionale**.

I believe communication, in all its forms, exists to engage, inspire, and convey lasting values.



MILAN

ACCOUNT SUPERVISOR AND TV PRODUCER

JOB HISTORY

2023
MILAN

2021
TIRANA- MILAN

2021
PARMA

2019
MILAN

2017
MILAN

BBDO ITALY

ACCOUNT SUPERVISOR
AND TV PRODUCER

- Managing and developing integrated ATL/BTL/Digital campaigns for international brands.
- Coordinating creative and production teams (10+ members).
- Planning and monitoring 15+ annual projects, ensuring full compliance with timelines and budgets.
- Preparing and presenting commercial proposals to clients, achieving a 20% increase in client satisfaction.

OVERSPORT LTD - TIBO

SPORT MARKETING
MANAGER

- Managed media production for live Serie A events.
- Defined and sold sponsorship packages (Premium, Gold, Silver).
- Created and managed digital content and advertising campaigns.
- Organized large-scale sports events (Marathons, E-sports, Triathlons) with over 50,000 cumulative attendees.
- Supervised social media campaigns, achieving a 35% increase in audience engagement.

SG PLUS

NEW BUSINESS
AND MARKETING

ADIDAS ITALY

BRAND ACTIVATOR
AND AMBASSADOR

- Managed Key Retailers across Northern and Central Italy.
- Organized Reebok promotional events attended by over 5,000 cumulative participants.
- Trained store staff and led product trials, resulting in an 18% increase in sell-out.

DECATHLON ITALY

SALES
ADVISOR

EDUCATION

MASTER'S DEGREE IN DIGITAL MARKETING

24 ORE BUSINESS SCHOOL | 2021

MASTER'S DEGREE IN SPORT BUSINESS MANAGEMENT

24 ORE BUSINESS SCHOOL | 2020

BACHELOR'S DEGREE IN SPORT AND WELLNESS SCIENCES

UNIVERSITY OF MILAN | 2014-2017

SKILLS

DIGITAL MARKETING TOOLS: GOOGLE ADS, META ADS MANAGER, GOOGLE ANALYTICS

CREATIVE TOOLS: ADOBE PHOTOSHOP, ILLUSTRATOR

OFFICE & PROJECT MANAGEMENT:

ADVANCED MS OFFICE (EXCEL, POWERPOINT), ASANA

SOFT SKILLS: **PROJECT MANAGEMENT,**

NEGOTIATION, PUBLIC SPEAKING, TEAM

LEADERSHIP

ENGLISH - PROFESSIONAL WORKING PROFICIENCY (B2/C1)

SPANISH - INTERMEDIATE PROFICIENCY (DELE B1)

FRENCH - ELEMENTARY PROFICIENCY (A2)