



DATE AND PLACE OF BIRTH

05 August 1994

Naples (NA), Italy

CONTATTO

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PROFILE

Always passionate about sports in every aspect, with a particular love for soccer (both European and American), basketball (especially the NBA), and tennis.

In the workplace, I consistently demonstrate a strong commitment and I am not afraid to take on new projects.

My professional goal is to play a key role within a sports organization, actively contributing to its strategic growth

LANGUAGE

Italian - Mother tongue

English - B2.2. EF Education First certificate

Spanish - Basic

Luigi Botti

PARTNERSHIP MANAGER

EDUCATION

International Master's in Sports Events and Facilities Strategy and Planning
2019

Bachelor's degree in Economics and Management
2014-2018

Scientific High School Diploma
2014

EXPERIENCE

FIGC - AREA REVENUE

Partnership Manager Revenue Area FIGC - Sales, Licensing & Merchandising Office Seeking potential business opportunities and managing commercial negotiations for acquiring new partners for projects related to the National Football Teams, Youth Sector, Women's Serie A, and the Italian Referees Association.

Developing commercial formats for various assets of the Federation. Creating and marketing commercial projects in the market. Managing the Corporate Hospitality project for FIGC during Italy's National Football Team matches, encompassing both sales and back-office activities, as well as client management.

Developing and overseeing the Esports Project.

05/10/2021 - TODAY

FIGC - AREA BUSINESS

Employee Sales/Marketing Office. Market analysis, searching for potential business opportunities Development of commercial formats related to various assets of the Federation Management of Corporate Hospitality packages, covering both sales and back-office aspects Development and management of Casa Azzurri Roma during the final phase of the UEFA EURO. 2020 - <https://www.figc.it/it/tifosi/casa-azzurri/>.

Development of the Social Media Campaign Project for Euro 2020. Development and management of the Esports Project.

05/10/2020 - 04/10/2021

SOFT SKILLS

Strong inclination towards teamwork, good creative skills, excellent communication abilities, and the capacity to coordinate team efforts.

Proficient language skills and excellent customer management capabilities in both acquisition and back-office activities.

Available and sociable, work well with everyone.

MICROSOFT OFFICE

WORD



POWER POINT



EXCEL



FIGC - AREA REVENUE

Extracurricular Internship Marketing Office - Digital Area Development of the Digital Implementation Project for FIGC (creation of a CRM and DAM system) Development and management of the Esports Project

03/03/2020 - 04/10/2020

FIGC - AREA REVENUE

Curricular Internship Marketing Office - Digital Area Organization of Esports events.

02/09/2019 - 02/03/2020

EURO 2019 U21

Volunteer - Event Organizing Committee - Volunteer UEFA European Championship - San Marino Venue

18-25 giugno

Universal Youth Cup

Volunteer - Communication and Social Media Manager Area - Volunteer International Under-11 Soccer Tournament

19/04/2019 - 22/04/2019

A.C. ChievoVerona

Internship in the Sales and Marketing Office

17/09/2018 - 30/01/19