

Informazioni di contatto

Email address

jacopo.marchi1@gmail.com

Address

Via Varese 51 - 21047
Saronno, Italia

Phone number

(+39) 334 8162045

Competences

Management and customer research.

Sale of Sponsorships

Excellent organizational skills and problem solving

Ability to work in a team

Leadership and work group management

Organization of events

Ability to adapt to new contexts and stressful

Languages

Italian

Mother tongue

English

Professional

Spanish

Basic

Jacopo Marchi

Business & Marketing Director

Over 8 years of experience in Sports, Media and Events.

Specialties: Business Development, Partnership & Sponsorship Sales, Marketing & Media Strategy, Event Management, Sponsorship Activation



Experience

Milan

January 2021 - present

Business & Marketing Director

You First

Head of new business and image management for footballers

I manage over 10 million partnerships with 1 million turnover in the football and sports business.

I create ad hoc communication packages for brands. Management of a team of 4 people.

Milan

August 2015 – Dicember 2020

Senior Marketing Manager

You First Sports

Strategic consultancy for companies investing in sports & entertainment, sponsorship activation plans and creation and organization of events. Management of several multinational companies and I managed to identify customers in various product sectors with whom to start a collaboration relationship with substantial economic contracts.

Milan

March 2015 - July 2015

Marketing & Events Intern

Powervolley Milano ssdrl

Management of promotional activities, ticketing, events and sponsorship research support.

Milan

April 2010 - May 2014

Local Event Manager

Harlem Globetrotters - Shot Events Italy

Milan

September 2013 - July 2014

Collaborator

Olimpia Milano

Milan

May 2014

Media Assistant Final Four

Euroleague Basketball

Istruzione

Treviso, Italy

2015

Strategie per il Business dello Sport

SBS Master - Università Ca' Foscari Venice

Milan

2014

Relazioni Internazionali - Servizi Sociali per la Globalizzazione

Università degli Studi di Milano