



MARCO PALLADINO

Strategic Marketing Specialist - Banca Ifis

WORK EXPERIENCE

STRATEGIC MARKETING & RESEARCH SPECIALIST

Banca Ifis | April 2025- present

- Management of Banca Ifis reports
- Setting and analysis of corporate markets
- Market intelligence activities based on alternative data
- Design, management and analysis of results from qualitative and quantitative research

CHIEF COMMUNICATION OFFICER

AIA Legnano | July 2023- July 2025

- Social accounts management
- Writing and publishing articles
- Institutional relationship with C.R.A

PROJECT MANAGER - WEB EDITOR

Calcio e Finanza - Sport e Finanza | July 2023- March 2025

- Consulting project management
- Design, development and drafting of branded content/editorial/analysis
- Drafting and planning social CF, SF and client PEDs (social media management)

RECRUITMENT CONSULTANT

HAYS - Banking and FS | January 2022- December 2022

- Business development activities and meetings with clients
- Research and selection of candidates through CRM and LinkedIn
- Publishing and publishing job descriptions for the company website
- Motivational/knowledge interviews to candidates

EDUCATION

24ORE BUSINESS SCHOOL (Milan)

2nd level Master Degree | December 2022 - June 2023

Sport Business Management

- Law, AFC, Marketing, Communication, Sponsorship, Events, Venues and Sales
- Project Work (L Football): "Impact analysis of the UWCL quarter-finals on clubs"

LIUC - CARLO CATTANEO UNIVERSITY (Castellanza)

Master Degree | September 2020 - October 2022

International Business Management

- Thesis: "The outsourcing of the recruitment process in Italy: the HAYS case"
- Final grade : 110/110 cum laude

LIUC- CARLO CATTANEO UNIVERSITY (Castellanza)

Bachelor Degree | September 2017 - July 2020

Business Administration and Management

- Thesis: "Financial Fair Play: the Manchester City case"
- Final grade: 109/110

REWARDS

Scholarships: 24ORE (22/23), LIUC (17/18, 18/19, 19/20, 20/21)

Certificate "Master Online Sport Management"

(24ORE Business School) | July 2021

PERSONAL INFO

NAME AND SURNAME

Marco Palladino

ADDRESS

Via della Vittoria 68, Legnano, 20025, Italia

PLACE E DATE OF BIRTH

Busto Arsizio (Va), 28 Novembre 1998

NAZIONALITY

Italian

PERSONAL PROFILE

I currently work within the Strategic Marketing and Research team at Banca Ifis. In my previous experience in Calcio e Finanza, I held the role of Project Manager and Web Editor for Sport e Finanza. I had been a FIGC referee for six years (2019-2025) and, since July 2023, I've had managed the social media accounts of my section, AIA Legnano. My strengths are tenacity and an ongoing desire to improve and challenge myself.

CONTACTS

Personal email: marco.palladino22@gmail.com

Work email: marco.palladino@bancaifis.it

Cellular number: +39 3801561546

LANGUAGES

ITALIAN | mother tongue

ENGLISH | excellent knowledge

Certifications: EF (C2) | TOEFL (C1) | TOEIC (C1)

SPANISH | basic knowledge (university course)

IT SKILLS

OFFICE | excellent knowledge

Programms: Word, Excel, Power Point, R, Canva, Word Press

Certification: ECDL