

# EDOARDO DE MARTINIS

MILANO, 31 Y/O



Looking for the illumination of the ideal (working) life path. Huge passion for sport and music industries. Making sport my job is the aspiration that moves me every day.

## PROFESSIONAL PROFILE

In the Sport Industry I deal with Sponsorship, spacing from sales to partnership management and activation. I've also been involved in Marketing and Communication.

## SKILLS AND COMPETENCES

### Languages:

- Italian (native language)
- English (B2) General English EF Level 13 - Advanced

### Certifications:

- ECDL Profile - AICA
- Fundamentals of Digital Marketing - Google
- Google Analytics for beginners - Google
- Marketing Communications - LinkedIn
- Email Marketing Strategy - LinkedIn
- Sales fundamentals - LinkedIn
- Microsoft Excel - LinkedIn
- YouTube Music - Google

## CONTACTS

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### LinkedIn:

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## WORK EXPERIENCES

### PARTNERSHIP & MARKETING SPECIALIST

Canali S.p.A. (oct. 2024 - current)

FC Internazionale Milano partnership management.

### SPORT MARKETING ACCOUNT

GroupM Italy (sep. 2023 - oct. 2024)

Consultancy, sales and management of sports sponsorships and events - Research and identification of strategic opportunities according to client's objectives - Relationship management and activation of partnerships with clubs, leagues, federations and rightsholders - Training and growth of resources within the team

### SPORT PARTNERSHIP SPECIALIST

Eleven Sports / DAZN (jan. 2022 - sep. 2023)

Relationship management & partnership activation with clubs, leagues and federations - Support partner in the sponsorship process - Creation and design of commercial proposals - Scouting distribution opportunities (media, telco, retail)

### JUNIOR MARKETING & COMMUNICATION

RCS Sport - *internship* (jul. 2021 - jan. 2022)

Marketing activities support - Strategic social planning, content creation and copywriting - Social media marketing and campaign design - Design, upload and manage content on WordPress - Activity support during sport & live events

### SPORT DIGITAL STRATEGIST

IQUII s.r.l. - *internship* (jan. 2021 - jul. 2021)

Data collection, insights analysis and digital reports - Copywriting, content design and social media strategy - DEM concept and creation

### DIGITAL STRATEGIST

La Fabbrica S.p.A. (apr. 2018 - apr. 2020)

Management and planning social media campaigns + editorial plans and comms strategy - Data analysis & report - Wordpress contents uploading and management

### WEB EDITOR

Betterdays s.r.l. - *internship* (oct. 2017 - dec. 2017)

Writing articles and uploading on CMS / Wordpress + elaboration of social media and editorial strategies - Assistance during live events

### SALES ASSISTANT

Decathlon Italia (mar. - aug. 2017) + (nov. 2014 - dec. 2015)

Customer reception and assistance - Products' preparation for sale and cashier

## EDUCATION

### POLIMI Graduate School of Management

- Course, "Project Management" (2023)

### 24Ore Business School

- Post-graduate e-learning course, "Corporate Comms & Digital PR" (2023)
- Post-graduate e-learning course, "Project Management" (2021)
- Post-graduate degree, "Sport Business Management" (2020 - 2021)
- Executive post-graduate course, "Marketing & Digital Communication" (2019)

### Libera Università di Lingue e Comunicazione IULM

- Bachelor's degree, "Communication, Media and Advertising" (2014 - 2018)

**Vote: 108 / 110 Thesis title: "From indie to mainstream. The evolution of italian independent music."**