

AURELIO MAZZARA

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PERSONAL STATEMENT

Highly motivated and results-driven professional with a proven experience in driving strategic growth and cultivating valuable business relationships. Over the past 3 years, I gained a solid foundation in competitor analysis, market research, and project management, which allowed me to contribute to successful business initiatives across diverse industries. A determined, open-minded, and critical thinker professional seeking a role to leverage skills in driving innovation and achieving impactful results.

PROFESSIONAL EXPERIENCE

SGB Humangest Holding

OCTOBER 2023 – ONGOING

MILAN, ITALY

Sales Analyst

- Supported top management with sales performance analysis, action planning, and supervised CRM system integration to enhance portfolio management and cross-selling strategies.
- Developed and implemented performance monitoring dashboards to analyze key metrics and improve efficiency of nationwide commercial network operations.
- Performed strategic analyses to support corporate objectives, industrial planning, market positioning, business development initiatives, and profit-and-loss optimization.

BonelliErede

SEPTEMBER 2022 – OCTOBER 2023

MILAN, ITALY

Business Development Analyst

- Contributed to the expansion of BonelliErede law firm's client portfolio across 6 industries, resulting in over 30 new clients and a 14% increase in forecasted revenue compared to 2022.
- Assisted in all aspects of event management and coordination, including maintaining target lists, planning email campaigns, managing external suppliers, and conducting post-event analysis.
- Performed weekly analyses over media content and marketing campaigns to generate engagement reports to provide actionable insights to the firm's partners.

Papernest

JANUARY 2022 – JULY 2022

BARCELONA, SPAIN

Strategic Partnerships Intern

- Launched and developed the new Papernest business vertical: Tax Assistance Centers. Launched in April 2022, initial results: 3 partnerships closed, 180 leads generated during the first two months with a conversion rate of 20%.
- Managed 3 business verticals, overseeing clients' acquisition via partnerships and conducted market research to develop effective go-to-market strategies.
- Prospecting potential partners for Universities and Social Housing business verticals: 3 partnerships agreement closed.

Kone S.p.A.

SEPTEMBER 2019 – MARCH 2020

MILAN, ITALY

Operations Management Intern

- Calculated and assessed the performance of installations, ensuring accurate and reliable results for corporate clients.
- Coordinated with the Sales Team to identify target customers using data-driven insights for strategic decision-making.
- Collaborated with cross-functional teams to optimize processes and enhance installation efficiency.

EDUCATION

Nova School of Business and Economics

SEPTEMBER 2020 – JUNE 2022

LISBON, PORTUGAL

Master of Science in International Management

- GPA: 3.7/4.0

Università Cattolica del Sacro Cuore

OCTOBER 2016 – JULY 2019

MILAN, ITALY

Bachelor's in Communication and Marketing

- Completed a 4-month Digital Marketing Internship at Paladin True S.r.l., an Italian sharing economy startup, and conducted a thesis project with the founder's support.

LANGUAGES

Italian (Native); English (Fluent, IELTS Certification); Spanish (Fluent)

IT SKILLS

Skills: Microsoft Office (Excel, PowerPoint) | CRM (Salesforce, HubSpot) | GSuite | Figma Graphic Editor | WordPress | SAP | Python | Tableau | SPSS | Think-Cell | Cerved | Canva

I authorize the processing of personal data present in the CV pursuant to Legislative Decree. Lgs. 101/2018 and of the GDPR (EU Regulation 2016/679).