



NICOLA BELLAPIGNA

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✉️ nicola.bellapigna@gmail.com

SKILLS

- ✓ Project Management
- ✓ Marketing and Communication (Online & Offline)
- ✓ Sports and Music Event Management
- ✓ Sponsorship and Contract Negotiation
- ✓ Commercial and Sales Strategy
- ✓ Problem Solving
- ✓ Event Planning and Coordination
- ✓ Fan Experience and Customer Service
- ✓ Ticketing Management
- ✓ Digital Marketing & Brand Strategy

SUMMARY

<https://www.linkedin.com/in/nicola-bellapigna>

EXPERIENCE

September 2020 - Current

Marketing Manager – Sponsorships and Communication GG TEAMWEAR - G&G Sport Srl | Nola - Milan, Italy

- Management and supervision of corporate marketing activities.
- Oversight of all supply and sponsorship contracts, club relations, and event planning.
- Handling online and offline campaigns.
- Direct communication with ownership, legal office, and company boards to achieve corporate objectives.
- Brand positioning and development, establishing the company among the top leaders in the European market.
- Led and managed the opening of the **only Nike TEAM ITALY showroom in Milan**.
- From **2021 to present**, company revenue grew from **€6 million to €26.5 million**.

May 2012 - Current

Responsible for ticketing management and marketing Ariano Folk Festival | Ariano Irpino, Italy

- International world music festival since 1996
- Partner and organizer, responsible for ticketing management, international band relations, and festival marketing activities.
- www.arianofolkfestival.it

August 2019 - June 2020

Ticketing, Marketing, and Organizational Secretari Benevento Calcio Srl | Benevento, Italy

- Ticketing management support for the 2019/2020 Serie B championship.
- Development of loyalty strategies for season ticket holders and marketing initiatives related to ticketing.
- Customer service and front-office management on match days.
- Design of promotions to integrate physical store sales with sporting events.

December 2018 - January 2019

Marketing and events Assistant You First Sports | Barcelona, Spain

- Involvement in the "Espai de Nadal del F.C. Barcelona" project within Barcaland.
- Coordination of fan zone and fan experience activities at Camp Nou.
- Customer experience and member support.

October 2017 - September 2018

General Secretariat Assistant – Ticketing Area Benevento Calcio Srl | Benevento, Italy

- Drafting of guidelines for visiting teams Serie A 2017/2018.
- Support in ticketing management and relations with other sports organizations Serie A 2017/2018
- Development of promotional activities for ticketing-related marketing Serie A 2017/2018.
- Customer service, front-office management, and stadium ticket office responsibility Serie A 2017/2018

December 2017 - April 2018

Marketing and Communication Italia Marathon Club | Rome, Italy

- Support in the marketing and communication office for the XXIV edition of the Rome Marathon.

May 2016 - October 2016

External Marketing and Communication Assistant National Police Association | Ariano Irpino , Italy

- Development of communication for the international project "Columbus 2016".
- Management of digital channels between the Italo-American community and U.S. institutions.

March 2011 - March 2012

Marketing and Events Office Intern C.U.S.B. University of Bologna | Bologna, Italy

- Responsible for newsletters and office supplies management.
- Contacting sponsors and organizing university sports events.
- Organization of the first "CinItalia" basketball tournament under the High Patronage of the President of the Republic.

EDUCATION

2019

**Master of Science | Master's Degree in Sport Management
Barcelona School of Management . UPF , Barcelona - Spain**

2019

**Celemi Decision Base – Business and Financial (1st Level
Specialization Diploma DS1)
BSM-UPF, Barcelona - Spain**

2015

**Bachelor's Degree in Sports and Motor Sciences (Managerial Curriculum)
Alma Mater Studiorum - University of Bologna, Bologna, BO**

2015

**Sports Management Course
CONI Scuola dello Sport, Avellino, AV**

2011

ISTITUTO nacional Educacion Fisica

LANGUAGES

Italian: First Language

Spanish:

C2

Proficient

English:

B2

Upper Intermediate

