



# Marco Campigotto

**Nationality:** Italian **Date of birth:** 02/01/2000 **Phone number:** (+39) 3347899188

**Home:** Località Molaren 53 (TN), 38050 Mezzano (Italy)

## WORK EXPERIENCE

**Italian Ski School San Martino di Castrozza** – San Martino di Castrozza, Italy

### Office administrative assistant

[ 15/11/2025 – Current ]

#### Responsibilities

- **Use of “Skiwork” management software** for handling and organizing customer reservations, including scheduling, updates, and database management.
- **Customer relationship management**, both in person and through remote channels (telephone and email), ensuring prompt assistance, clear communication, and a high level of service.
- **Payment processing** across multiple methods (cash, electronic payments, and checks), including issuing corresponding invoices and ensuring accurate transaction records.

**Sella Cento Benedetto XIV** – Cento, Ferrara, Italy

### Marketing and Communication Intern

[ 06/12/2024 – 01/09/2025 ]

#### Responsibilities

- **Support to the Press Office** in drafting and producing press releases, ensuring clear communication and alignment with the company's messaging.
- **Assistance to the Marketing Department** in planning and organizing promotional and corporate events.
- **Support in Managing Match Events**, including preparation, coordination, and on-site operational tasks.
- **Contribution to Social Media Management**, helping create, schedule, and monitor content across the company's social platforms.

#### Significant projects and achievements:

- Collaboration in **organizing** the first edition of the **Cento School Cup** (2025), a multidisciplinary project involving Benedetto XIV and the three high schools in the area. The competition is based on four areas: competitive basketball, sports journalism, social media, and ticketing. The initiative was well received, with over 90 students signing up for all competitions.

**COOP** – Flera di Primiero, Italy

### Supermarket sales assistant

[ 01/07/2020 – 06/01/2025 ]

#### Responsibilities

- **Seasonal employment** during both summer and winter periods, adapting to varied workloads and store needs.
- **Support in the Fruit & Vegetable Department**, including product display, quality control, and customer assistance.
- **Assistance in the Cheese and Ham (Deli) Department**, handling slicing, packaging, and customer service.
- **Basic experience with cash register operations**, including scanning items, processing payments, and assisting customers at checkout.

## EDUCATION AND TRAINING

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### Master in Sport Business Online with Specialization in Sport Marketing and Sponsorship

*Johan Cruyff Institute* [ 23/09/2025 – Current ]

Field(s) of study: Services: • Sports

#### Core Skills & Competencies

- Sports organization analysis (economic, financial, and operational performance)
- Sports marketing strategy, sponsorship management, and brand positioning
- Event and facility management with a focus on sustainability and operational efficiency
- Financial analysis, budgeting, and business development for sports products and ventures
- Digital marketing, social media strategy, and fan engagement optimization
- Market research using qualitative and quantitative methodologies
- Trend analysis, KPI tracking, and performance measurement for marketing and sponsorship campaigns
- Leadership, team management, and project coordination in sports environments

### Master's degree in Sport Management

*University of Bologna* [ 09/10/2023 – 27/10/2025 ]

City: Bologna | Country: Italy | Field(s) of study: Services: • Sports | Final grade: 102/110 | Level in EQF: EQF level 7 | Thesis: Behind the scenes of sports communication: from the press to sports media companies. An experience at Sella Cento

The course provided me with theoretical and practical training, enabling me to develop strong managerial skills in physical activity and sports, to meet the needs of professional and amateur sports clubs, facility management companies, and event management companies.

### Bachelor's degree in Sport Science

*University of Verona* [ 01/10/2019 – 01/10/2022 ]

City: Verona | Country: Italy | Field(s) of study: Services: • Sports | Final grade: 103/110 | Thesis: RESISTANCE TRAINING: GENERAL PHYSIOLOGICAL RESPONSES, STRUCTURAL AND FUNCTIONAL ADAPTATIONS. PRACTICAL USE OF RT IN ELDERLY SUBJECTS.

## LANGUAGE SKILLS

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Mother tongue(s): Italian

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user