



# MARCO MANCINELLI

From an early age, sports — and football in particular — have always been a central part of my life. What began as a passion has gradually evolved into a professional path that I have pursued with dedication and enthusiasm.

Over the past nine seasons, I have had the opportunity to work within clubs of different history and prestige, experiencing all levels of Italian professional football. These experiences have allowed me to understand the complexity of this industry and the inner workings of a football club, while developing strong adaptability and cross-functional skills across marketing, sales and digital.

Today, I am looking for a new professional challenge that will allow me to keep growing, both personally and professionally, while contributing my experience, energy, and passion to an ambitious project.



## AGE

33 years  
12/06/1992



## CONTACT ME

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## ADDRESS

Via Milano 17  
19032 Lerici (SP)

## WORK EXPERIENCE

### SPEZIA CALCIO

#### MARKETING & SALES MANAGER

SEPTEMBER 2022 - CURRENT

Head of Marketing & Sales leading the Club's commercial strategy, covering sponsorships, partnerships, digital revenues, merchandising and licensing. Accountable for the acquisition, management, and activation of key sponsorship deals, ensuring maximum exposure and ROI for partners. Oversee the Club's digital ecosystem and marketing initiatives supporting ticketing and brand promotion. Act as the main interface with the League (Serie A or Serie B) on commercial and marketing matters, and coordinate B2B and B2C events to enhance brand reputation and fan engagement.



### VIRTUS ENTELLA

#### MARKETING & SALES MANAGER

JANUARY 2022 - AUGUST 2023

Management of partners exposure across all Club assets, setting of sponsorship packages, search for new partnerships, management of relationships with Club's main partners, development activities to promote Entella's brand, management of digital campaigns for ticketing, merchandising and partners promotion, organization of B2B events, management of gamification and loyalty activities within the Club's official app, supervision of CRM and related activities.



#### DIGITAL & MARKETING MANAGER

NOVEMBER 2019 - DICEMBRE 2021

Management of the Club's digitalization project with the launch of the official app and the creation of an integrated CRM across all digital touchpoints, management of gamification and loyalty activities within the app, development activities to promote the Entella brand, creation of email marketing campaigns and management of commercial content on Club's social media.

### TORINO FC // CAIRO COMMUNICATION

#### MARKETING & SALES DEPARTMENT

SEPTEMBER 2017 - OCTOBER 2019

Management of relationship with top partners like Segafredo, SportPesa, Edilziacrobatica, Acqua Mia, management of commercial activities on the Club's social media profiles, development of new digital initiatives, research and development of new tools to maximize revenues and partner's exposure, devising marketing activities, organization of B2B events, monitoring partners exposure, development of commercial proposals, market research and competitor analysis.



### CALCIO COMO 1907

#### SALES, MARKETING & COMMUNICATION MANAGER

AUGUST 2016 - JUNE 2017

Search for sponsorship, organization and management of partners exposure across physical and digital channels, back office support, creation of marketing initiatives and partners activations, organization of B2B events, website management, creation and management of social media profiles.



## EDUCATION

FEBRUARY 2016 - MARCH 2017

### MASTER'S DEGREE, INTERNATIONAL MASTER IN STRATEGY AND PLANNING OF EVENTS AND SPORT FACILITIES

*Università degli Studi di Parma e della Repubblica di San Marino*

Postgraduate degree in Sport Management: marketing, communication, economy and sport right.

SEPTEMBER 2011 - FEBRUARY 2015

### BACHERLOR'S DEGREE, MANAGEMENT ENGINEERING

*Politecnico di Milano*

BSc in mathematical analysis, economy, business administration, information technology.

SEPTEMBER 2006 - JUNE 2011

### DIPLOMA, SCIENTIFIC HIGH SCHOOL

*Liceo Scientifico Stale "G.Marconi", Milano*

## SOFTWARE SKILLS

MICROSOFT OFFICE



## PERSONAL SKILLS

- |                |                   |                       |
|----------------|-------------------|-----------------------|
| ✓ WILLINGNESS  | ✓ TEAMWORK        | ✓ PROACTIVITY         |
| ✓ ORGANIZATION | ✓ PROBLEM SOLVING | ✓ WORK UNDER PRESSURE |

## LANGUAGES

ITALIAN



ENGLISH



## HOBBIES



MUSIC



SPORT



TRAVELLING



GAMING