

MANUEL MARCHESE

Devising winning solutions, learning to innovate

About Me



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Hobbies: music addicted, crossfit, concerts, football, travelling, surf

LANGUAGES

- Italian (native)
- English (fluent)
- Spanish (intermediate)
- German (basic)

EXPERTISE

- Working with budget goals
- Negotiating and reading situations
- Speed of calculation and out-of-the-box solutions
- Leadership and sense of duty
- Interpersonal skills in a multi-ethnic team

OTHER

- Summer 2023, (freelancer) I managed A.S. Lucchese's media strategy for rebranding-> <https://linktr.ee/about.lucchese>
- Good knowledge of artificial intelligence, SaaS metrics and digital adv, basic of SEO, Python, Data Warehouse
- Certifications: ECDL Advanced (2018), IELTS (2019)

WORKING EXPERIENCES

Junior International Account Manager

Max Mara Fashion Group

Europe, September 2023- Now

- Area management and negotiations with franchisees and boutiques
- Analyze budgets, stores positioning, market share and scenarios

Junior Business Developer

OneFootball GmbH

Berlin, February 2022 - June 2023

- Plan and launch digital campaigns, selling adv inventory
- Lead research, bid presentation and clients portfolio management
- Support activities with international clients or media centers
- Brand representation at matches or digital events (stadiums, IAB)

Partnership Manager (Master internship)

Venezia Football Club

Venice, 2023

Junior Business Consultant

Avvale Group

Milano, 2021 - 2022

- Clients' portfolio management for "Journey to Cloud", digitalization of management processes, system integration and AI solutions

Dealer Supporter (University internship)

BMW GmbH

San Donato (MI), 2020

Other

Private teacher, pizza runner, waiter 2017-21

EDUCATION

24 ORE Business School 2023

MSc in Marketing & Sales Management

Milano - Bicocca University 2022-23

Master Sports Management

Bocconi Business School 2018-21

Bachelor's Degree Business Administration and Management

C. Cavalleri Scientific High School 2013-18

Exchange Program in Belgium, Saint-Maarten Bovenschool
Free Mover in United Kingdom, Twin English School