



Riccardo Calarco

Marketing Specialist

Contact Me

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Skills

- Teamwork
- Proactive
- Thinking outside of the box
- Problem solving
- Creative

Volunteer Work and Interests

ATHLETICS COORDINATOR (no profit) ASD SILVIA TREMOLADA APS

From 2020 - current

Helping people with disabilities in practising sports, and coordinate all the athletics team and beneficial events. We participate to national competitions.

VISIT: <https://silviatremolada.it/>

MB RUNNERS COMMUNITY - FOUNDER -

Community open to every people that cannot afford subscription for running teams. Giving the opportunity to practise sport in group and for free. More than 350 subscribers.

READ ARTICLES HERE:



<https://www.mbnews.it/2021/06/mb-runners-community-parco-monza-corsa-camminata-gruppo/>

<https://www.mbnews.it/2025/04/parco-monza-mb-runners-correre-insieme/>

Work Experience



MARKETING ACTIVATION SPECIALIST CHICCO - Artsana Group - Grandate (CO) From May 2024 - current

- Completely autonomous management of budgets to develop marketing and communication projects (focused on juvenile) in support of product launches with sales materials or to enhance brand identity with collaboration or partnerships.



MARKETING COMMUNICATION SPECIALIST CISALFASPORT - Curno (BG) From March 2023 - March 2024

- Developing institutional campaigns for our retailer into the sportswear industry, manage retail communication and adv materials (OOH and POP)



BRAND COMMUNICATION SPECIALIST AW LAB (Compar.spa) - Limena (Veneto) From April 2022 - March 2023

- Developing brand and multibrand campaigns for our retailer in the fashion industry.
- Managing agencies for the work production (ecommerce/ web/ instore materials) and creativity/shooting for new launches.



MARKETING COORDINATOR (CO-FOUNDER) APPNRUN (Start-up Digital App) - Genova (Liguria) From April 2020 - April 2022

- Developing new marketing strategies and coordinate a team of 2 people to increase the brand awareness of the start-up.
- Events and partnership management.



SPORTS MARKETING SPECIALIST ADIDAS - Monza (Lombardy) From May 2019 - May 2020

- Taking care of the top 8 football teams for Italian Serie A
- Being in charge of managing more than 200 assets (football players) in terms of contracts, products and launches activation.
- Launch Plan (products and SAP)
- Scouting new young football players

CONCEPT TO CONSUMER TRAINEE (MERCHANDISING) ADIDAS - Monza (Lombardy) From May 2018 - May 2019

- Present to buyers and clients products events
- Product analysis and competitor analysis for product selection
- Fashion trends and new launches for the brand (global and local)



BUYER INTERN (Master Degree Program) DIESEL - Breganze (Veneto) From Feb 2018 - May 2018



PRODUCT MARKETING INTERN ADIDAS - Herzogenaurach (Germany) From Sept 2017 - Feb 2018

About me:

Marketing professional with 5+ years of experience across diverse industries, with a strong foundation in fashion and sports. I began my career at adidas in Germany, supporting international product development, and later managed key product categories (apparel and footwear) in Italy, presenting collections to buyers and overseeing sell-in strategies. I then transitioned into athlete marketing, becoming the direct brand contact for Serie A football players, coordinating social media campaigns, communication strategies, and supporting contract management for emerging talents.

As co-founder of a Genova-based startup, I led marketing, communication, and strategic partnerships: collaborating with brands like GoFundMe and Karhu to organize national-level sports events.

In subsequent roles within the fashion and sports sectors, I specialized in project-based marketing: managing budgets, developing launch strategies, and collaborating with creative agencies to deliver impactful campaigns.

Currently, I focus on designing innovative marketing projects that span the entire funnel, from brand awareness and customer consideration to conversion and loyalty, bringing creativity and strategic thinking into every phase of execution. At the same time, I sustain sales activities focusing on product launches developing brand materials that can help the product's perception and important events for new products' presentation.

IT abilities:

Microsoft Office (MOS CERTIFICATE – Excel Expert)

SAP

PROJECT R (statistics), POWER BI

PREZI (Marketing); CANVA (Marketing)

CHAT GPT

Languages:

ITALIAN / NATIVE

ENGLISH / C1 + (CAMBRIDGE CERTIFICATE - CAE)

GERMAN / B1 (Certificated)

FRENCH / A1-A2

Licence:

Car licence - type: B

Personal Awards:

Winner UNICEF drawing and poetry – “ A real friend can...”

SPORT - Social Record 4x400m at the national competition in Rieti 2012 – track&field

Winner GIOTTO award “self young painter”

Best Italian No profit sport project in 2021 for "mb runners community" from Sportcity Foundation

Education:



Catholic University Milan - Economics Degree from 2012 to 2015 (English Course)



Unicollege Mantova - MBA Fashion Buying and Merchandising - scholarship 2018/2019

SDA Bocconi
School of Management

SDA BOCCONI - Sports marketing certificate 2020

Professional Awards:

2025 - 3° place at "Eccellenze dell'informazione scientifica" for our project into the carseat category to training the scientific medical personnel into baby car safety.

2025 - 1° place "best choice" considering a selection of mums voting best products into the carseat category from a RCS

