



LORENZO NEVOLA

Brand Marketing

PROFILE

I am a creative marketer, former water polo pro and coach, motivated by the love for sports and the desire to learn more.

My experience in several international companies has given me the skills and mindset to channel that enthusiasm into meaningful ways to serve customers. During my experience at Nike, I developed both creative and critical thinking to effectively design tailored marketing activations for youth.

CONTACT

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WORK EXPERIENCE

SPORT

LUXURY

SPORT

BRAND MARKETING INTERN

NIKE ITALY | Oct 2023 - Mar 2024 (Milan)

- Cross-functional campaigns in Football, Lifestyle, Running and Holistic Fitness
- Plans based on KPIs
- Managing operational aspects of plans
- Partnering with agencies

DISTRIBUTION SERVICES INTERN

FURLA | Jun 2022 - Dec 2022 (Bologna)

- Planning weekly deliveries for North America & EMEA direct stores and outlets
- Managing shipments between warehouses
- Order taking & processing
- Partnering with different cities and couriers

INTERNSHIP - SALES & MARKETING

MACRON | Nov 2021 - Mar 2022 (Bologna)

- Promotion & Sponsorship proposal for sports clubs
- Market and Competitor Analysis
- Securing relationships with customers
- Reporting



NOTABLE PROJECTS

- **Nike:** [Air Max DN](#)
- **Nike:** [Mercurial TN](#)
- **Nike:** [Find Your Feel x Alessia Lanza](#)
- **Nike:** [Grassroot Program](#)
- **Nike:** [Fast Pack Launch](#)
- **Macron:** Competitor and Market Analysis



EDUCATION

Bologna Business School

Degree: Master in Marketing Management

Academic Years: Jan 2023 - Mar 2024

Dissertation title: Nike internship report

Alma Mater Studiorum Università di Bologna

Degree: Bachelor's in Business and Economics

Academic Years: Sep 2019 - Sep 2022

Dissertation: The Sports Fan Value for Teams & Sponsors



SKILLS

- Brand Marketing
- Creative Thinking
- Operational Control
- Teamwork
- Data Analysis
- Social Media Knowledge
- Quick & Effective Workstyle
- Gen Z Trends