



PIERFILIPPO TOMEI

MARKETING, PARTNERSHIPS & PR

CONTATTI

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HARD SKILLS

- Marketing and communication strategy
- Brand campaign and media management
- Relationships management
- Project management

SOFT SKILLS

- Team work and collaboration
- Problem solving and creativity
- Flexibility and time management
- Public speaking

LANGUAGES

- English
- Spanish
- Italian

WAY OF LIFE

"There is a virtuous circle in sport: the more you enjoy the more you train; the more you train the better you become; the better you become the more you enjoy".

I think that it is the same in life and work.

Marketing enthusiast, communication specialist and sports lover.
Professional attitude and business acumen in the sport and entertainment industries with concrete background in marketing and partnership.

WORK EXPERIENCE

Senior Manager, Sports Marketing

Sky Italia | January 2020 – actual | Milan



- Head of sports marketing strategy for Sky Sport
- External (athletes, influencers, brands, federations, clubs) and internal (Sky Sport talents, journalists, editorial directors) relationships and partnerships management
- Lead brand and sport properties campaigns (i.e. Champions League, Formula 1, etc)
- People and budget management

Lecturer – Sports marketing

24ore Business School | January 2020 – actual | Milan



Co-Founder and Shareholder

Giove Gin | February 2021 – actual | Milan

GIOVE GIN

Brand Communication Manager

adidas Italy | January 2019 - January 2020 | Milan



- Steering of sport categories to create and manage the seasonal marketing plan
- Manage ATL and BTL campaigns and plan the effective implementation and execution of the activation strategy
- Clubs, Federations, athletes and talent management in order to lead activations and cross-marketing campaigns
- Budget (7M) and people management

Marketing & Partnership Specialist

FC Internazionale Milano | October 2016 - December 2018 | Milan



- Design and execution of traditional and digital marketing campaigns engaging the first team players, influencers and PR
- Partnerships and co-branded activations management
- Brand positioning and brand development projects
- Events management and match-day stadium activations

Sports Marketing, Sponsorship & Events

Master Group Sport | March 2016 - September 2016 | Milan



- Marketing campaigns design and execution
- Key sports events management
- Influencers and celebrities management
- Sponsorship and corporate hospitality management

EDUCATION

Master Sport Business Management

Business School de Il Sole 24 Ore | 2015 - 2016 | Milan

Degree - Economics and Management

Università degli Studi di Milano - Bicocca | 2012 - 2015 | Milan

Erasmus - Economics and Management

Universidad Pública de Navarra - Spain | 2014 - 2015 | Pamplona (Spain)

I authorize the use of my personal data.