

# LORENZA ZENOBIO

Date and place of birth: 04/08/2001, Nocera Inferiore (IT)

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## WORK EXPERIENCE

### Marketing Omnichannel Intern, adidas Spain

Mar 2024 - Sep 2024

- Managed the implementation of promotional campaigns in factory outlets in Iberia
- Coordinated marketing campaigns and store opening projects with adidas HQs
- Created purchase orders for in-store communication materials
- Supported outlets' Store Managers and Visual Merchandisers in daily operations and monthly maintenance

### Country Manager Italy, Matchday Nutrition

Jul 2023 - Feb 2024

- Responsible for Italian market operations, marketing, social media
- Point of contact for Italian football players and football influencers
- Performed ads KPIs analysis with Motion
- Managed customer service for Italian customers

### Studio Assistant, Rocycle Cologne

May 2023 - Jul 2023

- Ensured smooth operations and customer experience
- Managed customer bookings, sales transactions and inventory
- Generated insightful sales and stock reports

### Marketing & Communication Intern, Mani Tese NGO

Aug 2021 - Oct 2021

- Analysed flow of donors with Google Analytics
- Created social media content and promotions
- Translated and published website content through WordPress

## EDUCATION

### MSc Sport Management

Oct 2022 - Present

German Sport University (Cologne, Germany)

- Main areas of study: Marketing, Sponsorship, Event & Project Management, Olympic Governance, Economics, Finance.
- Main projects: research project on fan attachment to San Siro Stadium; social media strategy project focused on football, presented at Adidas HQs; simulated Moot Court on breach of the Olympic Charter; marketing pitch for American football team Rhein Fire.
- Currently writing Master thesis on competitive balance in European football after the introduction of the UEFA Conference League

### BSc International Economics & Management

Sep 2019 - Jul 2022

Bocconi University (Milan, Italy)

- Final grade 108/110
- Bachelor thesis about Fan Tokens as a sponsorship tool in football
- Exchange Semester at Simon Fraser University (Canada) // GPA 4.0/4.0

## LANGUAGES

- ●●●●● Italian (Native)
- ●●●●● English (Proficient)
- ●●●●● Spanish (Proficient)
- ●●●●● German (Intermediate)
- ●●●●● French (Intermediate)

## IT SKILLS

- Full Office package
- Meta Business Suite
- SAP Ariba Procurement
- PowerBI
- Shopify
- Statistical S/W: STATA, SPSS, R
- Google Analytics & Google Ads
- WordPress
- Smartsheet

## VOLUNTEER

- Tennis coach at summer camps for kids
- Volleyball tournaments organization in high school