

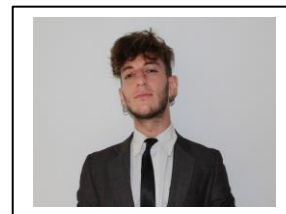
PAOLO GRAZIANO

Date and Place of Birth: Napoli, 07/07/1999

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ACADEMIC BACKGROUND

March 2022 – February 2024

24th Master Sport Business Management: six months full time, at 24 ORE Business School, Rome

Main topics addressed: Sports retail and Sales management, Marketing, Sponsorship and Revenue of sports, Management control administration and Taxation in sporting companies, Communication in sports, Sporting events and sports tourism, Sports industry and Sports law, Sports facilities.

Project work in collaboration with Bus for Fun: definition of a mobility plan for Sassuolo Calcio, analysis of existing transport networks, collection of data on the number of spectators and preparation of an adequate communication plan.

September 2020 - August 2021

Erasmus Project at Universidad de Cordoba, Spain

February 2024

Bachelor's degree in International Business Management at the "Parthenope" University, Naples

Thesis title: "Football and literature: two international" companies "in Italy and Belgium"

Grade: 100

WORK EXPERIENCE OR EXTRACURRICULAR EXPERIENCES

November 2022 – June 2023

Global Network Development Intern at Ducati Motor Holding Italia, Bologna

Activities:

- Management of Projects related to the Ducati Commercial Network: New Openings, Relocation, Refurbishment, Buy/Sell and Termination
- Management of the AUDI Retail Integration Projects.
- Via with DMH's Corporate Identity Team to monitor the general level of IC in the Ducati Retail Network
- Use and Analysis of data provided by the Management Information System (MIS) platform for the identification of development/improvement opportunities in the Network
- Direct communication with Ducati's National Sales Companies and preparation of Global Project Performance Reports
- Monitoring and managing New Dealer Inquiries on the Salesforce platform globally
- Drafting of Dealer Performance Report and Articles for the DMH Intranet.
- DCS/Salesforce Billing Manager
- Database Management Dealer Master Data and ACI Global Network.

June 2022 - ongoing

Freelance copywriter for private companies

Activities: creation of advertising and promotional content in Italian, English and Spanish; production of web marketing campaigns in collaboration with the social media managers of sundry companies.

September 2021 – October 2022

Steward at VIVAEVENTS SRL, Naples

December 2021 - July 2022

Area Sales Representative at Kirby Italia, Bologna

Activities: creation and research of new offline customer networks; description and presentation of the product; conclude contracts directly in the name and on behalf of the company; carry out consultancy activities.

September 2021 - August 2022

Administrative Assistant at the Vitagliano Accounting Firm, Naples

Activities: support in the analysis of the economic and financial situation of customers' companies; support in the preparation of financial statements for joint stock companies; support in keeping the accounts of partnerships and freelancers; support in advising clients on tax and fiscal matters.

September 2019 - January 2022

Founder of Fuck Love fashion branding ltd.

Available to travel in Italy and abroad

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Activities: creation of an entrepreneurial project; activation, implementation and management of the brand through the setup of an e-commerce and a national advertising campaign with sponsorships on digital platforms; stipulation of external contracts relating to the supply of products and services and the transport of goods; internal analytical management of resources and capital; planning of investments and collaborations in the short to medium term.

February 2022 – February 2024

Event Manager at Napoli Running x Runczech Italia, Napoli

As Project Manager of Napoli Running, I have been in charge of managing the technical and the marketing team.

- Developing the Master Organizational plan for each event
- Managing Partners & Institutions relationship
- Developing the Marketing & Communication strategy

LANGUAGE SKILLS

ENGLISH

Knowledge level: C1 (written and oral)

Business English course in collaboration with EF at 24ORE Business School

February 2020-January 2022 - C1 level Business English Course at My English School

SPANISH

Knowledge level: C1 (written and oral)

November 2021- achievement of the C1 level DELE Certification

FRENCH

Knowledge level: B1 (written and oral)

May 2021 – University Assessment Course

COMPUTER SKILLS

Good knowledge of: Office package

Advanced Excel Course at 24ORE Business School

Basic knowledge of: blockchain technologies (September 2022 "**Adapt2022**" Course with focus on: Blockchain, Crypto, NFT, Metaverse, Decentralization)

Basic knowledge of: SEO technologies (September 2022 "**SEO Energy**" Course at Ninja Academy)

Good knowledge of: copywriting techniques (May 2022 "**Copy Class - Print Profits**" course)

Good knowledge of: e-commerce technologies (September 2019 - January 2022 **Use of the "bigcartel" platform**)

Good knowledge of platforms such as **Sap, DCS and Salesforce** due to Ducati work experience

Good knowledge of **Blockchain Technology** (July 2023 – certification in the form of nft directly awarded by **MasterZ** for the best project work)

FURTHER INFORMATION

Sports - I have been playing football at an amateur level since 2006 and then quit in 2018 as I enrolled at university. Furthermore, from 10 to 14 years old, I practiced swimming, therefore I got some personal prizes in provincial competitions, and volleyball with the school team with which we participated in the regional ones. To date I train in the gym regularly and, when I can, I practice in an amateur way: soccer, padel and running.

Hobbies - In my spare time, as soon as I find two or more free days in a row, I always look for a way to travel: in fact I have visited almost all the European capitals even more than once, as well as having visited parts of Asia, particularly China. Through "Training Trip", in addition to the Erasmus + project with the university, I participated in 2017 in an international Italy-Holland exchange and in September 2022 in the "Youngpreneurship Youth Exchange", a project located in Tunisia and sponsored by UNESCO aimed at developing and improving business skills with artistic tools. Moreover, with immense pride, I feel like notifying my presence at the Soccer Football Summit held in Rome at the Stadio Olimpico on November 22 and 23, 2023: in fact, as a student of Sole24Ore Business School, I had the opportunity to closely follow the leading figures of the football industry, including corporate CEO Alessandro Antonello in an interesting speech on the financial growth of the Inter company in recent years.



Available to travel in Italy and abroad

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