



## Alessandra Rao

**Date & Place of Birth:** 11/10/1997- Naples, Italy  
**Nationality:** Italian  
**Phone:** +39 3348148955  
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### **EDUCATION**

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#### **2022-2023– Luiss Business School – Rome, Italy**

##### **Master in Management delle Imprese Creative e Culturali- Major in Sport Management**

Main Courses: Digital Marketing in the sport industries, Digital Marketing, Brand & Sport Marketing, Sport Operation Management, Sport Event Management, Sport Strategy.

Completed with AS-Roma Merit Award Scholarship

#### **2019-2021– Università degli studi di Roma Foro Italico – Rome, Italy**

##### **Master's Degree in Management of Sport Enterprises**

Thesis: L'imprenditorialità nel settore dello sport e la creazione di un brand sportivo

Main Courses: marketing and strategy in sport industries, stadium management, sports law, business administration, Government of the territory, services and sports facilities.

Final Mark: 105/110

#### **2016-2019– Università degli studi di Napoli Parthenope – Naples, Italy**

##### **Bachelor's Degree in Sport Science**

Thesis: Tecnica e Didattica del Pattinaggio Artistico a Rotelle

### **WORK EXPERIENCE**

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#### **2023-Now – Geis Management Group- Progettazione Costruzione e Gestione Impianti Marketing and communication**

- Marketing and communication
- Management social media and google Ads
- Management web site
- Creations RollUp, brochures

#### **2022–2023 – Youth Napoli Soccer – Mugnano di Napoli, Italy**

##### **Soccer School**

##### **Social media manager**

- Management social media and ads
- Management sport's events
- Creation posts for social media

**2018-2023 – Mixology Lounge Bar; Mario Tortora – Naples, Italy**

**Waitress**

- Booking Manager
- Cashier

**2020– 2021– FISR Federazione Italiana Pattinaggio Artistico – Internship**

**Federation Internship**

- Membership Office
- Administration
- Social media
- Enrolment in new courses

**2015–2019– Pattinatori Orsa Maggiore – Naples, Italy Artistic Roller Skating School**

**Skating coach**

- Skating coach
- Chorographer
- Personal Trainer

**2015– School-work-alternance – Paris, France**

**Halle Saint Pierre**

- Ticketing
- Accessibility
- Security
- Cashier
- Library Assistant

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**LANGUAGE**

**Italian** - native speaker

**English** - fluent (C1)

**Spanish** -good

**French** -good

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**IT SKILLS**

Good Knowledge of Office Package

Good Knowledge of social media like Instagram, Facebook, Twitter and TikTok

Good Knowledge of Google Ads

Good Knowledge of Canva

Good Knowledge of Adobe, in particular Photoshop, Illustrator, Indesign

**Additional Information**

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**Extracurricular experiences:**

Babysitting  
Teaching private lessons for children  
Teaching private lessons for University students

**Trinity Certification: C1**

**sports achievement:**

- 2016- on going Artistic Roller-Skating Coach
- 2012 Gold Medal in Coppa Italia Championship
- 2015 Bronze Medal in Italian Championship

**Voluntary activities:**

**2012-2015 - Fai “Fondo Ambiente Italiano” – Naples, Italy**

Role

- Travel Guide

**2021 – Uefa Euro 2020 – Rome, Italy**

Role

- Mobility Makers
- Hospitality
- Fan zone