

# Lorenzo Luigi De Rocco

## International Sponsorship Manager

30/12/1995 - Parma

### CONTATTI:

 derocco.lorenzo@gmail.com

 +39 348-5576550

 [linkedin.com/in/lorenzoluigiderocco](https://www.linkedin.com/in/lorenzoluigiderocco)

### PERSONAL SKILLS AND COMPETENCIES

- Time management
- Problem solving
- Teamworking
- Decision making
- Understanding of Legal Foundations
- Skill in Building Relationships

### LINGUISTIC COMPETENCIES

Italian - Native

English - C1- EF Certified

### IT SKILLS

Microsoft Office Package:  
Word, Excel, and PowerPoint

Excel certified with LinkedIn Badge

### COMMUNITY SERVICE

SEPTEMBER  
2022      SportcityDay, Pavia  
Key Skills:

- public relations
- public speaking

AUGUST -  
SEPTEMBER  
2022      **Volunteer - Media Department FIBA,**  
Eurobasket, Milan  
Developed skills:

- Organizing press conferences
- Coordinating media activities

### CAREER SUMMARY

After years of training, I have specialized in selling partnerships and sponsorships in the football industry.

Through my various experiences in the sports sector, I realized that this branch of the sports industry aligns well with my personal skills and professional goals. I have strong interpersonal and teamwork abilities, a natural aptitude for sales, and a strong work ethic.

In my most recent role, I developed the ability to manage multiple projects and roles simultaneously, along with strong negotiation skills. Additionally, my experience has been enriched by directly drafting sponsorship contracts, bridging my academic background with my professional career.

### PROFESSIONAL EXPERIENCES

NOVEMBER 2024 - Now	<b>International Sponsorship Officer</b> - Parma Calcio 1913, Parma Developed skills: Relations with international players, development of international sales activities, new markets, and new business.
NOVEMBER 2023 - OCTOBER 2024	<b>Junior Sponsorship Officer</b> - Parma Calcio 1913, Parma Developed skills: Client management, lead generation and new contacts, sales strategies.
MAY 2023 - OCTOBER 2023	<b>Sponsorship Officer (Internship)</b> - Parma Calcio 1913, Parma Developed skills: Negotiation, creation of tailored partnership packages, internal relationship management within a football club.
NOVEMBER 2022 - APRIL 2023	<b>Junior Account (Internship)</b> - Master Group Sport, Milan Key skills developed: Ability to multitask, strong attention to detail, and adherence to deadlines.
JUNE - SEPTEMBER 2014 - 2018	<b>Event manager e ideatore</b> - Waw Events, Verbania Key skills developed: Event conceptualization and execution, collaboration with public authorities, and team management and coordination.

### EDUCATION AND TRAINING

OCTOBER 2022 - MARCH 2023	<b>Master in Football Management</b> 24 Ore Business School, Milan
MARCH - OCTOBER 2022	<b>Master in Sports Business Management</b> 24 Ore Business School, Rome
2016-2022	<b>Law Degree</b> Università "Statale", Milan "Golden shares and EU global market"
2008-2014	<b>High School Diploma in Classical Studies</b> 'Liceo Classico Bonaventura Cavalieri', Verbania