



# FRANCESCO NAPOLETANO

Marketing Specialist

## About me

I have always been passionate about sports, but over time, I decided to combine this passion with my passion for business and marketing.

I describe myself as curious, constantly wanting to learn and challenge myself.



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11/01/1995

## Language

- Italian
- English (fluent)

## Expertise

- Business Presentations
- Analytical Capabilities
- Budget Management
- Media Planning
- Event Management
- Marketing Campaigns

## Experience

### Italian Football Federation (FIGC)

Revenue Area - Marketing Department

2019 - now

- Definition of the National Football Teams commercial offer
- Promotion of activities towards fans and partners
- Market and benchmark analysis
- Creative conception and coordination of events

## Education

### UEFA Academy

UEFA Certificate in Football Management (CFM)

2022-2023

### University of Parma and San Marino

International Master in Sport Business

2018-2019

Best Student Award

### University of Rome "Foro Italico"

Master Degree in Sport management

2016-2018

110/110 cum Laude

### University of Cassino and Southern Lazio

Degree in Legal Sciences

2013-2016

110/110 cum Laude