

DALILA GABSI

PROJECT COORDINATION & MARKET STRATEGY SPECIALIST

16 Giuseppe di Vittorio St., Siena, 53100, Italy • +39 3312959594 • dalilagabsi1@gmail.com

LinkedIn: [Dalila Gabsi](#)

SUMMARY

Motivated and detail-oriented professional with a strong passion for sports, strategic growth, and international markets. With experience across product management, digital marketing, and project coordination, I combine analytical thinking and creativity to support high-impact initiatives. I enjoy connecting strategy with execution to deliver results, manage projects, and contribute to regional expansion in fast-paced environments.

WORK EXPERIENCE

Product Line Management Teamsport Apparel Projects, PUMA (Herzogenaurach)	Oct 2024 - Apr 2025
-Internship	
<ul style="list-style-type: none">Supported cross-functional team in executing apparel digital projects, ensuring smooth collaboration between design, logistics, and marketing teams.Contributed to market research and competitor analysis for product lines, contributing to product positioning.Maintained project documentation and tracked key milestones for product launches, reducing delays by 20%.Collaborated with international stakeholders across 3+ countries, enhancing project delivery speed.	
Social Media Manager and Video Editing, Sportitalia TV (Milan) - Internship	Jul 2024- Sep 2024
<ul style="list-style-type: none">Coordinated editorial timelines and campaign calendars in collaboration with marketing teams.Produced and edited multimedia content using Adobe Suite, resulting in a 20% increase in social engagement.Managed cross-department communication to align content with event schedules and sponsorship requirements.	
Social Media & Events Coordinator, Lorenzo Valla College (Pavia)	Jan 2022 - Dec 2022
<ul style="list-style-type: none">Planned and executed communication campaigns across digital channels, managing project timelines.Conducted performance analytics to measure engagement and adjust content strategies accordingly.	
Sales Assistant, Wycon Cosmetics (Siena)	Jul 2025 - Oct 2025
<ul style="list-style-type: none">Supported daily store operations and product launch execution, ensuring consistent brand presentation.Collected and analyzed customer feedback to optimize local marketing actions.Collaborated with regional visual merchandising team to implement display updates according to launches.	

EDUCATION

Msc Sports Marketing and Communication	Oct 2023 - Oct 2025
IULM University (Milan, Italy)	
Bachelor Communication, Innovation and Multimedia	Oct 2020 - Oct 2023
University of Pavia (Pavia, Italy)	

ADDITIONAL INFORMATION

- Technical Skills:** Microsoft Excel | PowerPoint | Word | Power BI | Adobe Creative Suite (Photoshop, Premiere Pro) | Salesforce | Trello | Google Analytics | Meta Business Suite | Data Visualization | Market Research Tools
- Professional Skills:** Project Coordination | Event Planning | Research & Data Analysis | Strategic Reporting | Cross-functional Collaboration | Timeline Management | Problem Solving | Detail Orientation | Teamwork
- Languages:** Italian (C2), English (C1), Spanish (C1), French (B1), German (B1)

PROJECT PORTFOLIO

Product Line Management Teamsport Apparel Projects- PUMA

PRODUCT LINE MANAGEMENT SUPPORT - Football Clubs and Teamwear

- Managed product lifecycle activities for 10+ teamwear collections, ensuring alignment with brand standards and seasonal market needs.
 - Coordinated with suppliers and internal teams to ensure 95% on-time delivery and quality assurance of football kits.
 - Analyzed client feedback and sales data from multiple clubs to propose workflow improvements, reducing production bottlenecks by 10%.
 - Supported reporting and tracking of key product milestones, increasing visibility for decision-making across internal stakeholders
-

B2B KIT DESIGN PLATFORM - PUMA Kit Factory

- Supported end-to-end product creation for the B2B platform, delivering team kit collections.
- Assisted in defining product requirements and enhancing the user experience.
- Collected and analyzed client feedback and usage data from retailers and clubs, providing actionable insights to optimize platform features.

Sports Marketing and Communication's Master Course - IULM University

PROJECT - Partnership between Football League Serie A and Philadelphia

- Developed and executed marketing activations for the Italian Super Cup 2024 and EAFC 24, enhancing fan experience and increasing digital brand exposure.
 - Designed innovative fan engagement initiatives for Philadelphia, Lega Serie A's new sponsor, to strengthen brand positioning in the market.
 - Coordinated cross-functional teams and event activities, ensuring smooth execution across all phases of the competition.
-

PROJECT - Asics Gel Cumulus 25 Marketing Plan

- Developed and implemented a comprehensive marketing and communication plan for Asics Gel Cumulus 25, covering brand positioning, competitor analysis, and consumer insights.
- Identified target audience and defined product, sales, and distribution strategies to maximize market impact.
- Coordinated cross-functional research and planning to ensure cohesive execution and alignment with brand objectives.