

ALESSIO FORTINO

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IN SHORT

Passionate about marketing, especially when applied to sports. Tech-savvy, both an user and aware creator of AI-based tools. Always ready for new challenges and experiences.

WORKING EXPERIENCE

CRM Manager

Autouno Group

October 2023 – today Napoli, Italy

- Responsible of the company's CRM, digital marketing campaigns, marketing automation and lead management.
- Responsible of the integration of VAG and Stellantis CRM systems (Salesforce) with the company CRM
- Overseeing company partnerships and sponsorships, with a focus on the sports sector.

Digital and Social Media Executive

SSC Napoli

July 2021 – September 2023 Napoli, Italy

- Managed national sponsor relations and executed promotional activities on SSC Napoli's digital channels.
- Developed graphic and textual content for the SSCN Web Store and EA7/SSCN products across social media, email campaigns, and website.
- Led the communication for the 2022/23 season ticket campaign "Senza di te non è la stessa cosa."
- Headed data analysis for SSCN Web Store, ticketing, social media, and email campaigns.
- Served as IT manager for network infrastructure and giant screens at Diego Maradona Stadium during national and international competitions.
- Organized matchday and special events during national and international competitions, coordinating with Serie A and UEFA.
- Created advertising assets including LED and backlit displays for interviews, and promotional graphics for physical stores.
- Managed mascot/player escort activities during national and international competitions.
- Acted as CSR representative with Serie A - Functioned as Hygiene Officer during UEFA competitions.

Media Analytics Intern

ISG

February 2019 – July 2020 Milan, Italy

- Conducted media analysis, monitored exposure statistics, and reported on virtual advertising assets for Serie A, LaLiga, and Formula 1.
- Coordinated with data providers to analyze company assets related to Serie A, LaLiga, and Formula 1, including research and analysis of event feeds and their national and international distributions.

SOFTWARE, PLATFORMS, PROGRAMMING LANGUAGES

MS Office suite Adobe CC suite Spark AR by Instagram Audacity
R SPSS GRETLLaTeX Python Google Analytics
MailUp PowerBI Google Colab MongoDB Transformers

LANGUAGES

Italian
English - IELTS 7.5
Spanish



STUDIES

Master Degree in Data Science

Università Federico II - Napoli

October 2020 – July 2024

- Graduated with honors.
Thesis: Sentiment analysis of a fake news.

Master in Sport Management, Marketing and Society

Università Milano Bicocca

November 2018 – November 2019

- Project Work:
"Virtual advertising e sport: nuovi sviluppi"

Bachelor Degree in Economics and Management

Università degli studi di Trento

September 2014 – September 2017

- Thesis: "Sport economy: a benchmark between the top European football leagues "

Erasmus

Vytautas Magnus University

January 2017 - June 2017

- Exchange student

NOTABLE PROJECTS

IQ MEP

Finalist: Hackaton sul calcio italiano FIGC Match analysis

October 2017

- Member of the team that developed IQ MEP (Index Quality on Multi-Dimensional Efficiency Progress), a scientifically designed index that measures the quality and efficiency of a soccer team and its players, allowing for comparisons between leagues, clubs, and national selections

EXTRA

- "Google Analytics" e "Advanced Google Analytics", HubSpot "Social Media Marketing" e "Inbound Marketing" certifications
- Creator of AR filters and experiences on Instagram platform - over 500k impressions
- Social media manager for a business profile in the "cake design" sector
- Occasional consulting services for companies in the sports marketing field
- Website management on the WordPress platform
- Sports data scout for betting agencies - covering over 400 matches including Uefa Champions League, Serie A TIM, Serie C, Serie D, FIBA Champions League, Volleyball Serie A1 and A2, Basketball Serie A1 and A2