

MARCO DI LAURO

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EDUCATION

December 2022 – June 2022

27th edition Master in Sport Business Management at 24ORE Business School, Milan

Main themes faced: Sports events and tourism, sport marketing, traditional and digital communication in sports, sport data management, e-sports, sponsorships and revenues in sports, startup, sport retail and sales management, sport facilities, AFC in sports companies, administration, finance and control, sport industry and sports law.

Project work in collaboration with **TreEmmeSport**: how to make a minor sport event (Roller Games) profitable for the sponsorship industry.

October 2019 – September 2022

Bachelor's degree in physical activity and sport sciences at Università degli Studi di Napoli Parthenope

Thesis title: *Posterior cruciate lesion in football*

Votazione: 105/110

September 2023 – present

Master in Sport Management at UniPegaso

June 2019

Linguistic high school diploma at Liceo Linguistico Picasso, Nola (NA) *Giugno 2016*

September 2014 – June 2016

International Baccalaureate at International School of London, UK

PROFESSIONAL EXPERIENCES

August 2022 – September 2022

Technical team support at Port Vale FC (League One professional football club) Stoke on Trent, UK Performed activities: Practice in various types of specialist activities related to competitive activity. I supported the organization of daily activities.

August 2018 – September 2018

Technical team support at **ND Gorica** (slovenian professional football club) Nova Gorica, Slovenia Practice in various types of specialist activities related to competitive activity.

September 2023 - present

Communication and Marketing Intern at SSDRL Insuperabili

During my internship at Insuperabili, I actively participated in various aspects of the organization's operations, contributing significantly to the enhancement of communication strategies. Key responsibilities included:

- Weekly meetings with the president to devise a comprehensive communication plan for the club
- Compilation of competition plans for the seamless organization of diverse matches.
- Preparation of PowerPoint presentations for establishing partnerships with external entities.
- Effective management of athletes, ensuring their needs and concerns were addressed.
- Continuous collaboration with different departments within the organization to foster a cohesive environment.
- Creation of an editorial plan for social media communication, enhancing the brand's online presence.
- Acting as the project lead for a major initiative named "Integramoci," overseeing both its execution and communication strategies.

This experience not only honed my communication and organizational skills but also provided valuable insights into effective collaboration and project management within a dynamic sporting environment.

LINGUISTIC KNOWLEDGE ITALIAN

ITALIAN

Level: Mothertongue (written and oral)

ENGLISH

Level: C2 (written and oral)

General and Business English with EF certification, 24ORE Business School

SPANISH

Level: B1 (written and oral)

INFORMATIC KNOWLEDGE

Good knowledge of: iOS, Microsoft Office, Canva, Keynote.

Advanced course of Excel, 24ORE Business School

MORE INFORMATION

My greatest passion is sport which I cultivate in different ways, both by practicing it and by watching it in the stadium and on TV. In my free time I like to read various biographies and books related to sport and football itself. I keep myself up to date on the sports world by following various newspapers, including "La Gazzetta dello sport" and "Il Corriere dello sport" above all. I dedicated myself, when I lived in London, and I still dedicate myself to **volunteering** activities when possible. For example, I had the opportunity to offer service at OXFAM, London (UK) where I dealt with warehouse management and customer relations. Furthermore, I am a flexible and adaptable person, I love teamwork and I am very interested in organizing sports events. For this reason, I took part as a volunteer at the **UEFA Conference League** final 2023, Prague (CZ). I am a motivated individual who is passionate about physical well-being and to broaden my knowledge of this sector I am taking a Personal Trainer course at **Project Invictus**. I consider myself a very sociable person who easily establishes human relationships. I am an avid **traveler** and have had the opportunity to immerse myself in new cultures, discover iconic places and connect with people from different backgrounds. My travels have taught me to adapt to new situations, to develop an open mind and to communicate effectively with individuals of different nationalities. I am always looking for new adventures and discovering new corners of the world.