

Sveva Fabiani



Date & Place of Birth: 10/07/2000 – Roma, Italy

Nationality: Italian

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EDUCATION

2022/2023 – Luiss Business School – Roma, Italy

Master in **Management delle Imprese Creative e Culturali – Major in Sport Management**

Main Courses: Sports Brand & Marketing, Stadium & Sports Operations Management, Digital Marketing, Broadcasting Rights in Sport Business

Final mark: 30

2019 - 2022 – Luiss Guido Carli – Roma, Italy

Bachelor's Degree in **Economics & Business**

Main Courses: Marketing, Statistics, Performance Measurement & Control Systems, Corporate Finance

Thesis: "Creazione di valore nel settore calcistico: da fenomeno sportivo a impresa globalizzata.

I casi di A.S. Roma, S.S. Lazio e Torino F.C."

Final mark: 109

2020/2021 – WU Wien – Vienna, Austria

ENGAGE.EU program in **Economics & Business**

Courses: Marketing for the Climate Crisis, Social Media Marketing

Final mark: 30 cum laude

WORK EXPERIENCE

01/2024 – 07/2024 – AS Roma – Roma, Italy

Research & Insights Intern

- support on the sponsorship intelligence daily, including prospecting companies and categories for Partnership Development team
- analyse and elaborate market research data of AS Roma fans towards industries and brands to approach
- support the creation of mid & end season Partnerships performances reporting, analysing media coverage and media exposure of the Club's partnerships and Club's activities
- collect KPIs of different Club's touchpoints (e.g. fanbase, TV audience, social results, etc.)

10/2023 – 01/2024 – AS Luiss Basket – Roma, Italy

Marketing & Social Media Management

- marketing initiatives
- matchday operations (LED management, press conferences organization, general supervision, ...)
- social media content planning, creation & analysis

LANGUAGE

Italian – native speaker

English – fluent (C1.2 Inlingua English International Certificate)

Spanish – good

German – basic

IT SKILLS

Proficient knowledge of Microsoft Office Package, Basic knowledge of Python, Meta Insights & Meta for business, Google Trends, Canva, Hootsuite, Salesforce, Tableau, Blinkfire Analytics, Nielsen Sponsorglobe, GWI.

Additional Information

2022/2023 – Luiss Business School – Roma, Italy

Macron Padel final project work: The Strategic Role of Sponsorship to Sustain Brand Growth

01/2023 – Luiss Business School – Roma, Italy

Scholarship assignee by Italiacamp & as classroom tutor

12/2022 – LVMH

Inside LVMH Certificate: Creation & Branding, Operations & Supply Chain (online course with final test)

11/2022 - 01/2023 – Ascheri Academy

Sports Law Certificate (online course)

07/2022 – Luiss Business School – Roma, Italy

Summer School in Event Management focused on the Sport Industry

07/2020 – UNICEF – Roma, Italy

Volunteer as organizer for the fundraising program “Sport Amico di Bambine e Bambini”

07/2020 – Google Digital Training

Digital Marketing Basics Certificate (online course with final test)

02/2018 – Luiss EnLabs – Roma, Italy

Accenture program for dual training

2014 – M.Roma Volley – Roma, Italy

Captain of the U14 and U16 volleyball team

2014 - 2019 – Roma, Italy

Scholarship assignee by Ministero degli Affari Esteri

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