

EDOARDO DE MARTINIS

MILANO, 31 Y/O



Looking for the illumination of the ideal (working) life path. Huge passion for sport and music industries. Making sport my job is the aspiration that moves me every day.

PROFESSIONAL PROFILE

In the Sport Industry I deal with Sponsorship, spacing from sales to partnership management and activation. I've also been involved in Marketing and Communication.

SKILLS AND COMPETENCES

Languages:

- Italian (native language)
- English (B2) *General English EF Level 13 - Advanced*

Certifications:

- ECDL Profile - AICA
- Fundamentals of Digital Marketing - Google
- Google Analytics for beginners - Google
- Marketing Communications - LinkedIn
- Email Marketing Strategy - LinkedIn
- Sales fundamentals - LinkedIn
- Microsoft Excel - LinkedIn
- YouTube Music - Google

CONTACTS



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WORK EXPERIENCES

PARTNERSHIP & MARKETING SPECIALIST

Canali S.p.A. (oct. 2024 - current)

FC Internazionale Milano partnership management.

SPORT MARKETING ACCOUNT

GroupM Italy (sep. 2023 - oct. 2024)

Consultancy, sales and management of sports sponsorships and events - Research and identification of strategic opportunities according to client's objectives - Relationship management and activation of partnerships with clubs, leagues, federations and rightsholders - Training and growth of resources within the team

SPORT PARTNERSHIP SPECIALIST

Eleven Sports / DAZN (jan. 2022 - sep. 2023)

Relationship management & partnership activation with clubs, leagues and federations - Support partner in the sponsorship process - Creation and design of commercial proposals - Scouting distribution opportunities (media, telco, retail)

JUNIOR MARKETING & COMMUNICATION

RCS Sport - *internship* (jul. 2021 - jan. 2022)

Marketing activities support - Strategic social planning, content creation and copywriting - Social media marketing and campaign design - Design, upload and manage content on WordPress - Activity support during sport & live events

SPORT DIGITAL STRATEGIST

IQUII s.r.l. - *internship* (jan. 2021 - jul. 2021)

Data collection, insights analysis and digital reports - Copywriting, content design and social media strategy - DEM concept and creation

DIGITAL STRATEGIST

La Fabbbrica S.p.A. (apr. 2018 - apr. 2020)

Management and planning social media campaigns + editorial plans and comms strategy - Data analysis & report - Wordpress contents uploading and management

WEB EDITOR

Betterdays s.r.l. - *internship* (oct. 2017 - dec. 2017)

Writing articles and uploading on CMS / Wordpress + elaboration of social media and editorial strategies - Assistance during live events

SALES ASSISTANT

Decathlon Italia (mar. - aug. 2017) + (nov. 2014 - dec. 2015)

Customer reception and assistance - Products' preparation for sale and cashier

EDUCATION

POLIMI Graduate School of Management

- Course, "Project Management" (2023)

24Ore Business School

- Post-graduate e-learning course, "Corporate Comms & Digital PR" (2023)
- Post-graduate e-learning course, "Project Management" (2021)
- Post-graduate degree, "Sport Business Management" (2020 - 2021)
- Executive post-graduate course, "Marketing & Digital Communication" (2019)

Libera Università di Lingue e Comunicazione IULM

- Bachelor's degree, "Communication, Media and Advertising" (2014 - 2018)
Vote: 108 / 110 Thesis title: "From indie to mainstream. The evolution of italian independent music."