

Maria Sharonova

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PROFILE

Friendly, motivated, and reliable student in Sports Management with experience in customer service, sales, and event support. Quick learner, team player, and adaptable to busy environments. Seeking part-time opportunities in retail, hospitality, and sports-related roles.

EXPERIENCE

Marketing & Sales Intern – Pafos FC, Cyprus

July 2025 – August 2025

- Contributed to ticket pricing strategy and revenue optimisation initiatives
- Managed matchday ticket sales and merchandising operations
- Participated in merchandise development, product positioning and fan-oriented design concepts
- Generated creative concepts for promotional and matchday video content
- Supported fan engagement campaigns and brand activation initiatives
- Worked within a professional football club structure, collaborating across commercial and sporting departments

Sales Assistant (Part-time) - Retail Clothing Store “Mamma Mia” — Kazan, Russia

September 2023-September 2024

- Worked part-time in a premium-oriented fashion retail store.(MM6, Molo, Stella

McCartney, Karl Lagerfeld, Marc Jacobs, Zadig&Voltaire)

- Greeted and assisted customers with product selection and styling.
- Maintained and updated the customer database to track preferences and sales history.
- Provided personalised service, building rapport and ensuring customer satisfaction.
- Assisted with merchandising and inventory management.

Administrative Intern – Social Fund of the Republic of Tatarstan, Russia

Jan 2024 – Feb 2024

- Managed official documentation and internal databases with accuracy.
- Built organizational and attention-to-detail skills.

Intern – Human Rights Apparatus, Kazan, Russia

May 2023 – June 2023

- Translated official documents and assisted with administrative tasks.
- Improved communication, teamwork, and organizational skills.

EDUCATION

UIBS, Milan, Italy – BA in Global Business, Sports Management (Expected 2027)

SKILLS

- Customer service and sales support
- Cash handling and stock organization
- Event and matchday assistance
- Teamwork, communication, and adaptability

LANGUAGES

- Russian – Native
- English – Fluent
- Italian – Intermediate

INTERESTS

- Football and matchday events
- Sports merchandising and fan engagement
- Traveling and exploring new cultures