



FEDERICA VERRELLI

PRODUCT EXPERIENCE MANAGER

CONTACT

- +39 3483601764
- federica.verrelli@gmail.com
- via A. Avogadro 20 - Turin
- [linkedin.com/in/federicaverrelli](https://www.linkedin.com/in/federicaverrelli)

EDUCATION

- Master's Degree
Organization and Marketing
for Business
Communication**
Sapienza University of Rome
Jan 2010 | Vote:110/110 cum
laude
- Bachelor's Degree
Public and Business
Communication**
Sapienza University of Roma
Feb 2008 | Vote: 107/11

SKILLS & COMPETENCES

- LANGUAGES
- Italian | mother tongue
- English | professional (B2 level)
- Spanish | basic (A2 level)

MICROSOFT SUITE

- Office
- NAV
- Dynamics CRM
- Power BI

Product Management
Marketing
Brand Activations
Customer Engagement
CRM

PROFILE

I've got a background of 14+ in sport entertainment & hospitality marketing and product management, with proven track record of revenue growth, customer engagement improve and effective people management. My strengths: design B2C strategies and develop effective revenue-oriented brand experiences & activation plans.

WORK EXPERIENCE

BRAND PRODUCT EXPERIENCE MANAGER

Costa Crociere spa | nov 2023 – act

- Responsible for brand experience innovation to plan and setup an outstanding guest experience, reporting to Marketing Director. Key responsibilities:
- Design brand growth framework to translate from strategy to execution, understanding customer needs & analyse wide competitive moves
 - Define & implement product innovation to strength distinctive USP and drive the growth of market penetration, purchase frequency and guest satisfaction
 - Build and manage partner & ambassador relationships to create innovative and commercial attracting experiences
 - Responsibility for special projects & brand activations with internal coordination function (e.g. B2C activation plan in Sanremo24 event cruise)

HEAD OF MARKETING & BRAND

Frosinone Calcio | lug 2022 – aug 2023

- In charge of fan experience, CRM and overall B2C marketing strategies (consumer&ticketing product, digital, membership, ecommerce). Key responsibilities:
- Develop marketing strategies to increase brand value and drive fan audience growth & engagement
 - Introduce a data-driven marketing approach:
 - Lead the project for the launch of a CRM and BI integrated platform, coordinating internal and external partners and suppliers;
 - Monitor and report on the performance of marketing initiatives, providing actionable insights to drive continuous improvement.
 - Enhancing Customer Experience:
 - Design a new converting-oriented and omnichannel customer journey for each digital touchpoint (social media, website, eCom, APP)
 - Membership product revitalization & extension - over 2k paid subscription and +6,5k profiled free member in the first quarter
 - Establish a strong relationship with the fanbase with customized and segmented communication plan
 - Implement money-can't-buy & integrated activation strategy; set up the marketing activation plan to ensure execution consistent with the overall strategy

SPECIAL PROJECTS

SANREMO 2024 EVENT
CRUISE

Ideation of concept
Definition of thematic
palimpsest
Integrated teamwork
coordination (marketing,
guest experience, partner)

JUVENTUS US SUMMER
TOURS 2017-19

Fan Village brand
activation; ticketing sales
strategy;
plan and execute exclusive
events like VIP Former
Players & Trophy Tour.

UEFA CHAMPIONS LEAGUE
FINAL

Berlin 2015 and Cardiff 2017 |
Club Finalis
Manage ticketing sales
strategy;
Execute brand activations
on UEFA Fan Festival and
stadium mosaic - staff,
agencies and suppliers
coordination
budget monitoring.

UEFA EUROPA LEAGUE
FINAL

Turin 2014 | Venue
Management Team
Support UEFA Stadium
Fan Entertainment
activations;
member of ticketing &
hospitality project
management group.

JUVENTUS STADIUM
OPENING CEREMONY
2011

Event Manager Assistant:
relation with event agency
for contents delivery and
support for artistic and
staff.

CONSUMER PRODUCTS & FAN SERVICE OFFICER

Juventus Football Club spa | Apr 19 – Jun 22

Responsible for Consumer Products and Customer Service
team, reporting to Head of Stadium Revenue.
Product managers coordination for Fidelity Card,
Memberships (VIP, Standard, Junior), Official Fan Club, for
9mio€ rev and 5mio€ costs. Strategy definition/supervision
of Fan Experience activations. Key responsibilities:

- Owner of B2C marketing plan (brand strategy,
positioning, P&L, marginality, adv)
- Manage the “Official Fan Club” rebranding: lead the
team for the new brand identity construction and
stronger product value proposition. Built a dedicated
subscription and sales management channel (+160k paid
suscribers for +550 Clubs worldwide).
Extend international brand relevance through area-
specific marketing plan declination.
- Launch of a new Membership & Fidelity B2C Sales
Platform, extending the brand management levers,
optimizing processes and designing the best customer
experience for customers (+200k paid subscribers).
- Built a high value fan activation plan in each touchpoint
(digital, stadium, international matches and tour) to
augment fans loyalty & satisfaction
- Lead the development of Customer Care services,
defining processes and a measurable service target.

CONSUMER PRODUCT MARKETING EXECUTIVE

Juventus Football Club spa | Jan 16 – Mar 19

Product Manager Membership and Fan Club coordinator,
reporting to the Marketing Manager. Key responsibilities and
achievements :

- Design and implementation of the fan engagement
action plan to extend the fanbase, implement loyalty
strategy and develop a strong asset to generate new
integrated revenue opportunities.
- Definition of year-to-year Consumer Product marketing
plan (budgeting, product development, pricing policy,
communication).
- Plan and execute Official Fan Club activations for the
international development through the emerging markets
(NAFTA and APAC Region); organize high attention-
captive local activation to increase brand awareness and
collect data for new subscriptions.
- Launch and develop kids-oriented loyalty program to
construct a life-long relationship with the youngers brand
lovers.

STADIUM PRODUCT MARKETING SPECIALIST

Juventus Football Club spa | May 10 – Dec 15

Owner of Stadium Product and Fan Entertainment activities,
reporting to Marketing Manager. Key responsibilities :

- Juventus Stadium brand positioning as “must-see
destination”: marketing plan activation, coordinating adv
agencies and media center for seasonal and periodic
multichannel campaigns (approx. +300k€ adv bdg/year)
- Stadium Fan Entertainment activities management:
seasonal content definition, briefing and coordination of
the event agency for match-by-match activations
(approx. 500k activation bdg/year)
- Proposal of budgeting, pricing policy and promotional
plan to sell seasonal tickets and each home match
(achieved 92% saturation in first 4 seasons of the new
stadium).
- Data analysis and coordination of market research for
the comprehension of stadium users' behavior and
desires with the overall strategy