

COIATELLI MATTEO



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SUMMARY

My life goal is to combine my skills in **communication** and **project management** with my passion for sports. I am strongly convinced that our passions should consist as a basis for our working career and this is the reason why I want to work in this field, since when zealous and emotionally committed we obtain the **greatest** results.

LANGUAGE SKILLS

- Italian (Mother tongue)
- English
- Spanish

EDUCATION

IULM University (Milan)

Master's in Sport Marketing and Communication / 2019 - 2021

Graduation grade: 70/70

Thesis: "E-sports: Game, Addiction and Business"

IULM University (Milan)

Bachelor of Communication, Media & Advertising / 2016-2019

Graduation grade: 110/110 cum laude

Thesis: "Neuroscience and Sport: from Fitness Tracker to Experience Design"

UNIVERSITY PROJECTWORK

AC Milan Media House

Creation of various formats to share on different AC Milan Social Media **channels** during Pre-season. Being able to work on a project for a client as important as AC Milan was extremely enriching, while learning dynamics of a Media House, which now has an essential **strategic** role.

WORK EXPERIENCE

BasicNet S.p.A. (Turin)

Kappa Sales Sponsorship Manager / Jul 2024 - Current

- **Partnership manager** of ACF Fiorentina, Genoa Cricket and Football Club, Spezia Calcio, Brescia Calcio, Lega B, Rapid Bucarest
- **Proactively drive** the internal management of the partnerships by aligning all relevant departments and 360 alignments
- Identify key business **opportunities** on national as well as international level and club **developments**
- Guarantee a seamless and successful **communication** towards the clubs for all business matters (e.g. product approvals, marketing plan approvals) to ultimately ensure both, the positioning of the clubs as agreed with the clubs as well as the optimal use of rights and **return of investment** to support Kappa's **strategic goals**
- Development and execution of **sales strategy** for different channels: wholesale, B2C/e-commerce, retail, outlet
- **Management** of national sales force, national **strategic/key accounts** and foreign licensees
- Business **development** and new prospect assessment
- Distribution and product **performance analysis** (sell-in, sell through, sell-out; stock management)

BasicNet S.p.A. (Turin)

Kappa Sponsorship Specialist / Jan 2021 - June 2024

- Main Events and Sponsorship projects: Olympic Federations (Winter Sports, Fencing, Golf, Rowing, Canoe, Surfing); Sports Center (Get Fit, Sporting Milano 3, Motovelodromo) Rimini Wellness; Turin Marathon; Charity Events (Pro Am della Speranza, Tennis and Friends), Athletes (Omar Visentin, Great Nnachi, Tommaso Leoni)
- **Support** to Marketing and Communication activities of Teams, Federations and Athletes Sponsored
- Collection **planning** and brief with Sport Marketing Manager, cooperating with Sales Team
- Assist Sponsorship Manager in **managing** Teams, Federations and athletes supplies, taking care of all customer's needs during the season
- Analysis of Sponsorship **sustainability** in terms of commercial revenue and propaganda value
- Follow up of **relationships** with Teams, Federation and Athletes to have a regular feedback during the seasons
- Develop, execute and monitor all relevant clubs facing actions to ensure best commercial and medial usage of the provided **rights and benefits** from the contracts
- Be the first **point of contact** for the clubs on most levels, the Kit Managers, Team as well as for the technical staff and players

Get Sport Media (Milan)

Social Media Strategist / Jul 2020 - Sep 2020

- Social Network **Analysis** and **Report** of different athletes
- Support the **digital activities** of Barbara Bonansea, Miriam Sylla and Monica De Gennaro with their sponsor LIERAC
- Create an **Editorial Plan** for Filippo Romagna

Sportitalia TV (Milan)

RVM / Jul 2019 - Nov 2019

- Director's assistant during live national **TV show**
- Supervisor Social Media Content