



Lorenzo Luigi De Rocco


International
Sponsorship Manager

30/12/1995 - Parma

CONTATTI:

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PERSONAL SKILLS AND COMPETENCIES

- Time management
- Problem solving
- Teamworking
- Decision making
- Understanding of Legal Foundations
- Skill in Building Relationships

LINGUISTIC COMPETENCIES

Italian - Native

English - C1- EF Certified

IT SKILLS

Microsoft Office Package:
Word, Excel, and PowerPoint

Excel certified with LinkedIn Badge

COMMUNITY SERVICE

SEPTEMBER 2022
SportcityDay, Pavia
Key Skills:

- public relations
- public speaking

AUGUST - SEPTEMBER 2022
Volunteer - Media Department FIBA, Eurobasket, Milan
Developed skills:

- Organizing press conferences
- Coordinating media activities

CAREER SUMMARY

After years of training, I have specialized in selling partnerships and sponsorships in the football industry. Through my various experiences in the sports sector, I realized that this branch of the sports industry aligns well with my personal skills and professional goals. I have strong interpersonal and teamwork abilities, a natural aptitude for sales, and a strong work ethic. In my most recent role, I developed the ability to manage multiple projects and roles simultaneously, along with strong negotiation skills. Additionally, my experience has been enriched by directly drafting sponsorship contracts, bridging my academic background with my professional career.

PROFESSIONAL EXPERIENCES

- NOVEMBER 2024 -
Now

International Sponsorship Officer - Parma Calcio 1913, Parma
Developed skills: Relations with international players, development of international sales activities, new markets, and new business.
- NOVEMBER 2023 -
OCTOBER 2024

Junior Sponsorship Officer - Parma Calcio 1913, Parma
Developed skills: Client management, lead generation and new contacts, sales strategies.
- MAY 2023 -
OCTOBER 2023

Sponsorship Officer (Internship) - Parma Calcio 1913, Parma
Developed skills: Negotiation, creation of tailored partnership packages, internal relationship management within a football club.
- NOVEMBER 2022 -
APRIL 2023

Junior Account (Internship) - Master Group Sport, Milan
Key skills developed: Ability to multitask, strong attention to detail, and adherence to deadlines.
- JUNE - SEPTEMBER
2014 - 2018

Event manager e ideatore - Waw Events, Verbania
Key skills developed: Event conceptualization and execution, collaboration with public authorities, and team management and coordination.

EDUCATION AND TRAINING

- OCTOBER 2022 -
MARCH 2023

Master in Football Management
24 Ore Business School, Milan
- MARCH - OCTOBER
2022

Master in Sports Business Management
24 Ore Business School, Rome
- 2016-2022

Law Degree
Università "Statale", Milan
"Golden shares and EU global market"
- 2008-2014

High School Diploma in Classical Studies

'Liceo Classico Bonaventura Cavalieri', Verbania