

Giulio Genovese

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Education

EMBS - MSc in Business

Trento, Annecy, Kassel, Leon

09/2023 - 01/2026

Master's degree LM 77 - joint degree in IT, FR, DE, ES

- Relevant courses: International accounting, macroeconomics, pricing & distribution management, marketing management, business strategy.
- Projected Graduation Score: 110/110 (first class honours)

University of Palermo

Palermo, IT

09/2020 - 10/2023

Bachelor of Science in Economics and Finance

- Relevant courses: accounting, business strategy, management, financial maths, econometrics, microeconomics.
- Graduation Score: 110/110 (first class honours).

Liceo Scientifico Statale "Stanislao Cannizzaro"

Palermo, IT

09/2015 - 06/2020

- Participated both to Italian and mathematics olympiads in multiple years.
- Relevant courses: mathematics, physics, chemistry, Italian, Latin.

Work Experiences

Pirelli Tyre S.p.A.

Milan, IT

06/2025 - 12/2025

Global Product Marketing Intern - Motorvehicle Department

- Analysed industry trends and competitor strategies to support tyre product development for motorcycles globally.
- Creation of a marketing concept for a future product.
- Support and participation of the management of Metzeler's stand at EICMA (Milan Motorcycle Show).
- Collaborated with R&D and brand teams to further improve products.
- Main competences developed: Market analysis, product life management, product launch

Jay & Joy

León, ES

02/2025 - 05/2025

Marketing Consultant - Partnership between Universidad de León and Jay & Joy

- Conducted in-depth market research on the Spanish plant-based food sector, including competitor benchmarking and buyer persona analysis.
- Developed low-budget, high-impact marketing strategies, including influencer collaborations and brand partnerships.
- Main competences developed: market analysis, international marketing strategy, brand positioning, evaluation of sales and distribution channels, market expansion planning.

Extra Curricular Activities and Volunteering

Blood Donator - Thalassa

Palermo, IT

2020/Current

- Serving as a regular blood donator since when I turned 18 years old.

Math private lessons to high school students

Palermo, IT

2020/2023

- Given private classes to high school students during the years attending my bachelor in my native city.

Languages and IT Skills

- **Italian:** native.
- **English:** fluent (CAE Cambridge C1).
- **Microsoft Office (Excel, PowerPoint, Word):** professional proficiency.
- **Programming Languages:** SQL, basic programming knowledge (part of course in the Bachelor, final grade 29/30).
- **Statistics Softwares:** R softwares (R radiant, RStudio, RCommander).

Additional Information and Personal Achievements

- Spent a semester in Gosport, England at the age of 16 to attend English high school for a semester. I have always loved traveling and been up for a challenge.
- Played competitive volleyball, winning inter-school championships and reaching regional-level tournaments.