

# FRANCESCO SCHITO

*Business Development  
& Partnership Manager*

## PROFESSIONAL PROFILE

I currently carry out my role as Business Development Manager in the tech/digital field although my background, both academic and professional, is completely different from the sector in which I currently operate. However, my previous experiences in the sports sector were an important piece for my professional growth and for the acquisition of skills such as PR, account management, business development and analysis, which I was able to translate into the economic sector in which I carry out my work current professional employment.

## SKILLS

- Business planning
- Market research
- Project e Event management
- CRM
- Account management
- Public relations
- Contract negotiation
- Business & Parnetships Devolpment
- IT applications
- SAP
- Salesforce

## CONTACTS

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## CERTIFICATIONS

- ECDL Certification
- Cambridge Assessment English (FCE)

## LANGUAGES

- Italian: Mother tongue
- English: Complete professional knowledge
- Spanish: Basic knowledge

## INTERESTS

- Since 2017 I have been a member of a political-cultural association - Lover of reading (journalistic investigations, motivational and fantasy books)
- Passionate about the e-games/e-sports sector
- Fitness e Sport
- Classical music and rap
- Trips
- Investigative and historical books

## PROFESSIONAL EXPERIENCES

### Business Development & Partnerships Manager

- Redabissi - Turin | October 2022 - on going
- Promotion and proposal of the RedHab Social Trade Marketing platform which allows brands to support the social communication of their network of shops and retailers through the META channels (Facebook, Instagram), Google My Business, Linkedin and Telegram.
  - Proposal for RedAbissi's communication and marketing agency services
  - Scouting and development of new business opportunities.
  - Scouting and development of partnerships with agents and communication agencies to expand the portfolio.
  - Connections with other company functions (Marketing and Communication) to optimize sales activity and define lead generation strategies
  - Competitors analysis and market research.

### Digital Sales Account

- Bakeca.it - Turin | October 2021 - September 2022
- Acquisition of new customers and commercial development through scouting activities
  - Customer management from the activation phase of the services and during their provision and renewal
  - Proposal of digital web services with high added value ("showcase", banners, retargeting services, DEM and SMS campaigns, indexing and sponsorship of ads on the site)
  - Coordination with Marketing for the definition of strategies relating to banner and social media campaigns

### Football Development Manager

- Top Five Management - remote | July 2020 - July 2021
- Market analysis relating to the Italian and foreign football sector
  - Management and coordination of administrative and relational procedures with partners and stakeholders relating to the agency
  - Scouting activities and management of relationships with athletes for the development of marketing, digital and sponsorship activities

### Sponsorship & Marketing Officer

- Torino FC - Turin | May 2019 - June 2020
- Research and activation of sponsorships and partnerships for Torino FC
  - Drafting estimates and proposing products and services to customers
  - Support for the organization of B2B events and press conferences

## EDUCATION

### Master in Sport Business Management

Master 1st level | February 2016 - March 2017  
Specialist course in sports marketing, communication, economics and sports law

### University of Bologna - Rimini venue

Master's Degree in Sport Management | 2010 - 2015  
Master's degree course in sports economics, marketing and management, sports and institutional communication, planning and planning of events and projects, sports and administrative law, business strategy and business plan

### "A. Cezzi de Castro" Technical Commercial Institute

Diploma | 2004 - 2009  
Technical commercial programmer diploma