

PAOLA PIOMBAROLO

PROFILE

I am an Italian Federation (FIGC) qualified Talent Scout since 2022. I have been carrying out this role for two football seasons in ACF Fiorentina Women, Women's Italian First League.

Currently, I am also attending an Executive Program in Football Management at SDA Bocconi School of Management, in order to acquire and improve managerial skills, essential in the football industry.

DETAILS

Email

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Phone

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Address

Viale Regina Giovanna, 40
20219 – Milan, MI

Date of Birth

15.01.1998

LANGUAGES

Italian Native speaker

English Proficiency

Spanish Proficiency

IT SKILLS

MS Office Expert

WyScout Advanced

AutoCAD Intermediate

Quantrix Modeler Intermediate

R Studio Intermediate

EMPLOYMENT HISTORY

International Talent Scout, ACF Fiorentina Women Milan, Italy

Sept. 2022 - current

- Monitoring of First team and Youth team female players;
- Players analysis on video and on the field;
- Monitoring of foreign league;
- Daily usage of Wyscout platform;
- Daily usage of MS Excel

Brand Partnership Assistant, RCS Mediagroup Milan, Italy

Sept. 2023 – Mar. 2024

- Research and management of partners for events of La Gazzetta dello Sport and Corriere della Sera;
- Planning and implementation of advertising campaigns;
- Sale of advertising spaces;
- Organization and management of marketing actions;
- Reporting and KPI analysis;
- Management of brand partner visibility during the event (i.e. interviews, live social)
- Daily usage of Ms Office package

Sales & Brand/Product Intern, Aquila Basket Trento s.r.l. Trento, Italy

Mar. 2019-Jun. 2019

- Partner with Merchandising, Sponsorship and Ticketing to support all the initiatives for increasing sales;
- Development of promotional plans for a new project: Aquila Basket Academy Summer Camp;
- Development of a digital strategy for the promotion of a new project: Earth Day;
- Strategic search for companies in the local area that could become partners of the company;
- Daily usage of Ms office

EDUCATION

Executive Program Football Management, SDA Bocconi School of Management (Milan, Italy)

Mar. 2024 – June 2024

MSc in Economics and Communication for Management and Innovation, Sapienza University (Rome, Italy)

Graduation mark: 110/110 cum laude

Sept. 2020 - Mar. 2023

- Final dissertation: “THE ROLE OF A FOOTBALL SCOUT: recognition of talent and creation of capital gain”

Erasmus project in Business Administration and Management, Autonomous University of Madrid (UAM)
Sept.2021 - Jun.2022

BSc in Business Administration and Management, Trento University
Sept. 2016 - Mar.2020

- Final dissertation: "The sustainability of major sports events: the case of the 2022 FIFA World Cup in Qatar"
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ADDITIONAL ACTIVITIES

Football Talent scout, FIGC Coverciano, Italy
FIGC course, Feb. 2022

Samsung Innovation Camp, Samsung
Online course, Mar. 2018

First Hackathon of Italian Football, FIGC
Oct. 2017