

# **Andrea Massaro**



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## **PROFESSIONAL EXPERIENCES**

### **DELFINO PESCARA 1936 – PESCARA CALCIO ACADEMY**

*Marketing & Business Development Director*

Pescara, Italy

*August 2025 – Present*

Responsible for defining and executing marketing and business development strategies for Pescara Calcio Academy (Football Academy of professional Italian Serie B team). Leads initiatives to enhance brand visibility, develop strategic partnerships, and create new business opportunities, with a strong focus on sponsorships, fan engagement, and sustainable growth within the youth sports sector. Managing a strong affiliate network of over 30 Italian academies and multiple international partners, including affiliates in Brazil, Argentina, Australia, Canada, Montenegro, Poland, North America.

### **LIITO Srl**

*Business Development Manager*

Milan, Italy

*January 2025 – August 2025*

As BDM I execute the commercial acquisition strategy and plays the role of a 360° commercial responsible for all stages of the sale. Seeking to maximize the profitability and competitiveness of the company by working, on leads management, customer targeting, and negotiating and closing during customer meetings. Daily tasks will be: Setting goals and develop plans to improve company's profits; analyze the business opportunities potentials; search for potential prospects on target markets; attach goals for the team business development and develop strategies; train the sales team; follow up with business customers throughout whole sales cycle. Primary target is to develop the business from a commercial point of view: its results, its position on the market and its reputation. Acting as a major point of contact between the company and partners, embodying the business to customers. Being empathetic and caring with business partners and the driving force behind colleagues and team.

**Mail Boxes Etc.***Business Development Junior Manager*

Rome, Italy

December 2022 – December 2024

The BDS must ensure business goals achievement in terms of territory penetration, leads management, opening new stores and following the entire opening process. Generate leads through online and offline advertising campaigns, to ensure business meets company targets for new franchise store openings, sales, profitability and EBITDA. Manage potential franchisees organising collective and individual meetings. Monitor recruitment plans and verify leads alignment with the ideal profile. Manage the draft of commercial franchising contract, including contracts' renewal. Choose the optimal location for new stores and support new clients through entire site location process. Investigate franchisees' willingness to take over running stores, managing transfers together with Network Support Executives. Design and Construction: to monitor new stores' launch, respecting deadlines and layout standards.

**British American Tobacco***Business Deployment Junior Manager*

Rome, Italy

March 2022 - December 2022

Support the execution of brand plans and campaigns to ensure that marketing deployment objectives are achieved. Monitor implementation and results of Brand plans and activities through sales, distribution, implementation, and other relevant reports as well as from individual on-field checks. Monitor external agencies to ensure day-to-day activities related to Brand activities are performed with required quality and agreed cost, following and respecting deadlines provided. Manage communications between local Marketing Deployment team and Supply Chain to ensure the cycle plan is effectively executed and Brand activities are effectively implemented in the field. Provide support and actively communicates to Trade, HoReCa, Finance, Legal on brand related topics.

*Business Activation Junior Manager*

November 2020 - October 2022

B2B context: Dream up the best brand activation campaigns to promote new and actual products on the market. Introduce customers to a new brand in a memorable way through a positive experience. Creating a brand activation plan on why consumers might want to engage with the product. Analyze success of previous campaigns in order to recognize good standards for next implementations. Educate consumers about the products through different and innovative touchpoints using digital materials or virtual reality. Think of new ways to implement campaigns and new materials to create an amazing customer's experience that contribute to generate a proper "Love Brand".

*Area Sales Specialist*

February 2019 - October 2020

B2C context: Perform a variety of tasks on any given day in order to execute campaigns. Including product sampling, demonstrations, in-store promotions, budgeting, leafleting, displaying, special events, lead generation, and retail support. Make a connection with every consumer, using open-ended probing questions to acquire as much information as possible about buyer demands and market trends. Maintain relationships with third-party vendors and venues and promoting business expansion opportunities to retailers and other merchants through successful field marketing programs.

**Centax Telecom** Verona, Italy  
*Customer Care and Lead Management Specialist* December 2018 - February 2019

Assist customers during all phases of their relationship with the Client. Plan and management of all post-sales activities with integration of the Client's applications. Commercial consulting, post-sales support on technical and accounting themes, contractual variations, technological back office.

**JEBV - Junior Enterprise Business Verona** Verona, Italy  
*Marketing and Communicatio Area Associate* November 2016 - November 2018

No profit association. Conduct projects about studying competitors and defining strategical positioning to help companies developing their products. Help customers to become known with communication plans, marketing and social media promotion. Support companies in preparing a business plan, offering innovative solutions. Be close to start-up who want to improve their ideas, offering personalized services.

## **EDUCATION**

**University of Rome** Rome, Italy  
*Professional Master's Programme in Humanistic Coaching and NLP* August 2023 – August 2024

**University of Verona** Verona, Italy  
*Master's degree in Marketing and Corporate Communication* October 2016 - April 2019  
Vote: 110 / 110

**University of Teramo** Teramo, Italy  
*Bachelor's degree in Economics and Business Management* September 2013 - December 2016

## **LANGUAGES**

Italian (Mother tongue). English (Professional – Level C1). Spanish (Professional – Level C1).

## **FORMATIVE EXPERIENCES**

Erasmus Tutor: assist foreign people to become more familiar with Italian culture and university activities. Stay in Vigo, Spain, from September 2010 to April 2013: improve ability to adapt to Spanish but also other European cultures. For several years, during high school, participate to summer school (significant experience: in England at "University of Kent at Canterbury" and in Scotland at "University of Edinburgh").

## **COMPUTER SKILLS**

Extensive knowledge of Windows and Microsoft Office. Thorough knowledge of Photoshop and WordPress. Personal interest for video making (Final Cut Pro) and presentations (Prezi).