



# GIACOMO AMISTANI

Studente @MasterSBS

## CONTATTI

**Cellulare:**  
(+39) 349 5066830

**Mail:**  
amistani.giacomo@gmail.com

**LinkedIn:**  
[https://www.linkedin.com/in/amistani\\_giacomo/](https://www.linkedin.com/in/amistani_giacomo/)

**Domicilio:** Via Paolo Calviari 25  
Verona (VR)

**Data di nascita:** 14/12/1997  
**Driving licence:** auto B

## COMPETENZE SOFT

Active listening  
Conflict management  
Proactivity  
Negotiation  
Teamwork  
Results orientation

## HARD SKILLS

Marketing Strategies  
Sell-out and Sell-in Optimisation  
BR – Business Review  
Office Package  
Canva  
Xtel Management System –  
order entry

## WORK EXPERIENCE

### **Key Account Specialist Pet**

MARS ITALIA | Verona  
September 2023 – October 2025

Responsibility for sell-in and sell-out of an assigned customer portfolio (€1 million managed);  
Management of product ranges and promotional calendars;  
Target of sales growth and improvement in the profitability of products in the portfolio.

### **Grocery Store Sales Representative**

MARS ITALIA | Torino  
February 2023 – October 2023

Implementation of sell-out activities in the various stores managed;  
Management of local promotions and implementation of activities in extra displays;  
Analysis and implementation of category projects on the shelves of points of sale.

### **Digital Content Stagiare**

MARS ITALIA | Milano  
April 2022 – January 2023

Management and responsibility for the content of Mars online product pages through collaboration with creative agencies.

### **Inside Sales IT**

CONNECTION H2H | Madrid  
January 2022 – April 2022

Telemarketing campaign for lead generation in the IT sector;  
Management and development of databases containing prospects and potential leads.

### **Social Media and Marketing Internship**

CONNECTION H2H | Madrid  
September 2021 – December 2021

## TRAINING COURSES

### **Advanced Negotiation Course**

MARS ITALIA  
July 2024

Course held in the workplace and based on the in-depth study of negotiation skills through theory and practical exercises such as role play.

## LANGUAGE SKILLS

Native Italian speaker  
English B2  
Basic Spanish

## HOBBIES AND INTERESTS

My hobbies are practising and enjoying sports, specifically running. I spend a lot of my free time training for half marathons. I also enjoy cooking and travelling to discover new cultures.

## EDUCATION AND TRAINING

### ***Ca' Foscari Challenge School***

SBS Master's Degree in Sport Business Strategies  
October 2025 – ongoing

### ***Ca' Foscari University of Venice***

Master's Degree in Innovation and Marketing  
Department of Management (ENG)  
November 2020 – July 2023

### ***University of Trieste***

Bachelor's Degree in Economics and Business  
Management (ITA)  
September 2017 – November 2020

**Final thesis:** 'Financial Fair Play: from an aggregate analysis of characteristics and impacts to a comparison between Juventus and Manchester United'

## STUDY ABROAD EXPERIENCE

### ***Erasmus + for studying***

### ***University of Economics Wroclaw***

January 2020 – June 2020

Exams taken in English;  
4.8/5 ECTS exam assessment.