

A L E S S A N D R O G I O R G I O



Contact Information

- 00139, Roma
- alessandrogiorgio.84@gmail.com
- +39 3460934210

Professional Profile

Dynamic and strategic professional with over 10 years of experience in partnership development, strategic relationship management, and digital marketing. Expert in driving business growth through innovative partnership strategies and performance measurement. Proven ability to manage relationships with key stakeholders, conduct market research, and implement data-driven marketing strategies. Highly skilled in project management, content management, and influencer marketing, with a strong focus on achieving business objectives and fostering innovation.

Skills and Competencies

- Strategic Partnership Development
- Relationship Management
- Market Research and Analysis
- Performance Measurement
- Innovation and Growth Initiatives
- Project Management: Planning, execution control, reporting, budgeting
- Marketing: Market analysis, brand management, integrated communication, content management
- Social Media and Influencer Marketing
- Google Analytics
- Teamwork and Stress Management

Professional Experience

Head of Partnerships

2024.02 - Present

Corriere dello Sport, Rome

Main activities and responsibilities :

- Managed and developed strategic relationships with other organizations, commercial partners, associations, suppliers, and external stakeholders
- Developed partnership strategies to enhance business growth and innovation
- Managed relationships and coordinated internal teams to ensure seamless operations
- Conducted market research and analysis to identify opportunities and trends
- Measured performance and implemented improvements to drive success
- Spearheaded initiatives for innovation and growth within the organization

Content Marketing Manager

2020.06 - 2024.01

Sport Network, Roma

Main activities and responsibilities :

- Led content management for corrieredelloSPORT.it and tuttosport.com
- Oversaw the betting channel (corrieredelloSPORT.fun, tuttosport.fun) and influencer management
- Managed client relationships in the betting sector and publisher partnerships
- Supported strategy development and asset creation
- Analyzed content performance using Google Analytics and created performance reports
- Coordinated content for Marketing department Business Units
- Conducted SEO analysis and collaborated with web editorial teams
- Managed social media platforms (Facebook, Instagram, Twitter)

Marketing Manager

2016.07 - 2020.05

Corriere dello Sport, Rome

Main activities and responsibilities :

- Activated and managed sponsorships with football clubs (Serie A and Serie B)
- Defined and implemented co-marketing activities to enhance partnership profitability
- Managed media relations (radio and TV) and product management activities
- Ideated and developed collateral products (DVDs, build-ups, CDs, books, gadgets)
- Monitored market trends and scouted products aligned with reader and market needs
- Defined business plans and managed relationships with licensors and partners
- Briefed and followed up with media and graphic agencies
- Evaluated product performance and provided recommendations

Product Marketing Operations

2011.05- 2016.06

Analyst

Corriere dello Sport, Rome

Main activities and responsibilities:

- Identified final consumer needs and developed appropriate tone of voice for products
- Integrated efficient marketing policies aligned with company strategies
- Managed relationships with agencies, influencers, and industry professionals
- Collected and analyzed sales data, provided daily reports
- Conducted market analysis with a focus on collateral products

Commercial Consultant

2011.05 - 2012.05

Renault SPA, Rome

Main activities and responsibilities:

- Conducted sales and target buyer analysis
- Collaborated with marketing management to align strategies

Education and Training

2014

Master in Sport Digital Marketing

Sole 24 ore Business school,

Roma

2010

Master's Degree in Economics

La Sapienza, Rome

**Specialization: Management, Innovation, and Internationalization
of Enterprises**

Final Grade: 109/110

Thesis: "The e-Cluster as a Critical Success Factor for Made in Italy"

2007

Bachelor's Degree in Economics

La Sapienza, Rome

Specialization: Economics, Finance, and Business Law

Thesis: "Innovation in the Automotive Sector: The Toyota Case"

Language Skills

- Italian: Native

- English: B2 (Upper-Intermediate)

COVER LETTER

Alessandro Giorgio
00139, Rome
alessandrogiorgio.84@gmail.com
+39 3460934210

24/06/2024

Hiring Manager
FIFA
Fédération Internationale de Football Association
Zürich, Switzerland

Dear Hiring Manager,

I am excited to express my interest in the Head of Partnerships position at FIFA, as advertised on LinkedIn. With over a decade of experience in strategic partnership development, relationship management, and digital marketing, I am eager to bring my skills and passion for football to your esteemed organization. FIFA's commitment to making football global, accessible, and inclusive aligns perfectly with my professional values and career aspirations.

In my current role as Head of Partnerships at Sport Network in Milan, I have successfully managed and developed strategic relationships with various organizations, commercial partners, associations, suppliers, and external stakeholders. These efforts have led to significant business growth and innovation through robust partnership strategies. I have a proven track record in coordinating internal teams, conducting comprehensive market research, and utilizing data-driven insights to measure and enhance performance.

My previous roles as Content Manager and Marketing Sponsorship Manager at Corriere dello Sport have provided me with deep expertise in content management, market analysis, and performance measurement. I have led numerous successful projects, including managing betting channels, client relationships, and publisher partnerships. Additionally, my skills in SEO, social media management, and influencer marketing

have consistently contributed to achieving strategic business objectives.

FIFA's vision to modernize football and ensure it is truly global resonates with me. The organization's efforts to develop football worldwide and make it competitive at all levels are inspirational. I am particularly drawn to this role because of FIFA's dedication to inclusivity and global reach. I am confident that my background in strategic partnership development and relationship management will allow me to contribute effectively to FIFA's mission and drive mutual success.

I am eager to bring my experience and skills to FIFA and contribute to the organization's goals. I am confident that my proactive approach, combined with my ability to build and maintain strong relationships, will significantly benefit FIFA. I look forward to the opportunity to discuss how my background and experiences align with FIFA's objectives.

Thank you for considering my application. I am available at your earliest convenience for an interview and can be reached at 3460934210 or via email at alessandrogiorgio.84@gmail.com.

Warmest regards,

Alessandro Giorgio

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