

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"

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