

Paolo Schinaia

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PROFILE Business and Strategy Analyst with international experience in marketing strategy, digital transformation and partnership management. Skilled in market analysis, project coordination and data-driven decision making. Strong analytical mindset, structured approach and ability to work across cross-functional environments.

WORK EXPERIENCE

May 2024 — Present Marketing & Sales Associate, Infront Sports & Media AG Milan

- Conduct market research, benchmarking and commercial analysis to support strategic initiatives.
- Contribute to the development of proposals and business cases for international clients (mobility, luxury, consumer goods).
- Coordinate cross-functional teams across marketing, operations and client management.
- Produce analytical reports, performance dashboards and insights to support decision-making.
- Support business development activities through research, documentation and pipeline support.

Apr 2023 — Apr 2024 Digital Platforms & Strategy Intern, Infront Sports & Media AG

- Supported digital transformation projects including CRM implementation and OTT platform development.
- Performed data analysis for campaign performance and customer insights.
- Conducted process mapping to identify optimization opportunities.
- Coordinated with internal teams and external partners to ensure project continuity.
- Assisted in documentation, operational workflows and reporting activities.

EDUCATION

2023 Master in Sports Management, Geneva Business School Barcelona

2021 Bachelor’s in Economics and Business Management, Università Cattolica del Sacro Cuore Milan

Relevant coursework: Corporate Strategy, Business Analytics, Project Management, Marketing Management.

CORE SKILLS

Market Research	Stakeholder Management
Competitive Benchmarking	Project Coordination
Business Analysis	Data Analysis and Reporting
Business Development Support	Analytical Problem Solving
Digital Transformation	Strategic Thinking
CRM and Digital Platforms	Cross-functional Collaboration
Process Mapping	

LANGUAGES

French (B2)	English (C1)
Spanish (B2)	Italian (Native)
German (C2)	

ADDITIONAL INFORMATION

Experience working in multicultural environments and managing multiple projects in parallel.

Interest in consulting, strategy, digital innovation and business development.