



# FEDERICA VERRELLI

Fan Revenue Strategist | D2C Growth | Brand experience architect

## CONTACTS

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## PROFILE

Marketing leader with 15+ years' experience driving D2C revenue, fan loyalty, and brand growth across sports and entertainment. Expert in scaling membership models, activating global fan communities, and crafting purpose-driven brand experiences.

## EDUCATION

- Master's Degree - Organization and Marketing for Business Communication**  
Sapienza University of Rome  
Jan 2010 | 110/110 cum laude
- Bachelor's Degree - Public and Business Communication**  
Sapienza University of Rome  
Feb 2008 | 107/11

## WORK EXPERIENCE

### BRAND PRODUCT INNOVATION MANAGER

Costa Crociere spa | nov 2023 – act

- Responsible for **brand experience strategy and innovation**.
- Developed **brand growth framework** based on strategic objectives and customer insights.
  - Designed **innovative brand experiences** to boost market penetration, frequency, and enhance guest satisfaction.
  - Led **partnership activations** to deliver high-impact, engaging experiences that elevate brand visibility and appeal.
  - Led strategic projects, including the **Sanremo Music Cruise 2024 & 2025 onboard experience**, integrating entertainment, experiences, and branded storytelling.

### HEAD OF MARKETING

Frosinone Calcio | lug 2022 – aug 2023

- Led fan engagement, membership growth and data-driven marketing strategy to maximize fan revenue and loyalty:
- Launched a **new membership model**: 2k+ paid subscribers and 6.5k+ freemium members in Q1
  - Rolled out **CRM & BI platform**, enabling fan profiling and performance-based campaign optimization
  - Designed **omnichannel fan journeys** across digital touchpoints (website, app, eCom, social)
  - Implemented **segmented communication strategies** and **“mone-can’t-buy” fan experiences** aligned with brand positioning and revenue KPIs

## CORE COMPETENCIES

Fan Revenue Strategy - D2C Marketing - Membership strategy - Brand Activations - Experience Innovation - Cross-Functional leadership

## TOOLS

Office Suite – Power BI – CRM platforms - ERP

## LANGUAGES

Italian (Native) – English (Professional) – Spanish (Basic)

SPECIAL PROJECTS

Sanremo Music Cruise (2024-2025)  
Concept - palinsesto - coordination

Juventus US Tours (2017–2019)  
Fan Village activations - ticketing strategy - membership exclusive events

Juventus UCL Finals (Berlin/Cardiff)  
UEFA Fan Fest - ticketing - budget

UEFA Europa League Final –2014  
Venue & Fan Management

Juventus Stadium Opening – 2011  
Event planning support

CONSUMER PRODUCTS & SERVICE MANAGER

Juventus Football Club spa | Apr 19 – Jun 22

- Managed the fan revenue stream and experience strategy across memberships, fan clubs, and customer service, with full accountability on product P&L and international engagement.
- Managed a €9M revenue / €5M cost portfolio (**Memberships, Official Fan Club, Fidelity Card**).
  - **Led the internalization of the Official Fan Club revenue stream and operational model**, overseeing the full rebranding and launch of a new value proposition and management platform — resulting in **160k+ paid subscribers and 550+ clubs globally**.
  - Launched a new **Membership sales platform**, enhancing UX and expanding reach to **200k+ active subscribers**.
  - Defined **D2C marketing strategy** and led **fan activations** across digital, stadium, and international events
  - Structured **Customer Service operations**, with measurable KPIs - fan satisfaction and retention.
  - Strengthened **international fan relevance** with market-specific marketing plans.

CONSUMER MARKETING EXECUTIVE

Juventus Football Club spa | Jan 16 – Mar 19

- Contributed to global fanbase growth and revenue generation by enhancing loyalty programs and expanding international engagement:
- Executed the **fan engagement strategy** to drive retention and unlock new D2C monetization opportunities
  - Defined and delivered the **annual consumer product marketing plan** (budgeting, development, pricing, communication).
  - **Led activations for Official Fan Clubs** in NAFTA & APAC regions, increasing international visibility and subscription growth
  - Developed and launched a **kids-focused loyalty program**, strengthening emotional connection with younger audiences and supporting future revenue streams

STADIUM MARKETING SPECIALIST

Juventus Football Club spa | May 10 – Dec 15

- Contributed to **positioning Juventus Stadium as a premium fan destination** through marketing, fan entertainment, and strategic support to ticketing:
- Managed **multichannel campaigns** to promote the stadium experience, coordinating with agencies and internal creative teams (approx. €300k/year advertising budget).
  - Led **match-day fan entertainment operations**, including seasonal content planning and agency coordination (approx. €500k/year activation budget)
  - Supported pricing and promotional strategy for ticketing, helping achieve **an average 92% occupancy** across the first 4 seasons
  - Conducted **market research and data analysis** to align offerings with fan expectations and optimize experience delivery.