

Contatta

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Competenze principali

Pubbliche relazioni

Comunicazione

Lavoro di squadra

Languages

Inglese (Full Professional)

Italiano (Native or Bilingual)

Portoghese (Professional Working)

Francese (Professional Working)

Luca Scarcelli

Partnership Manager at Red Bull Italy

Milano, Lombardia, Italia

Esperienza

Red Bull

3 anni

Partnership Manager

novembre 2024 - Present (1 anno 2 mesi)

Milano, Lombardia, Italia

- Leads all brand partnerships for Red Bull Italy, driving collaborations that generate revenue reinvested into brand initiatives and future projects.

- Oversees the full partnership cycle — from scouting and negotiation to activation and long-term relationship management — ensuring each deal delivers both financial and strategic value.

- Builds relations with brands that are culturally and strategically aligned with Red Bull's identity, creating authentic and mutually beneficial collaborations.

- Designs and executes integrated programs combining brand visibility, custom content, and immersive event experiences, coordinating cross-functionally with Media House, Marketing, Legal, and Events teams.

- Acts as an internal bridge to communicate partnership strategy, align stakeholders, and transform relationships into campaigns that elevate both Red Bull and its partners.

Communication Manager

gennaio 2023 - novembre 2024 (1 anno 11 mesi)

Milano, Lombardia, Italia

- Support the execution of press and media relations for Red Bull Italy, contributing to key brand initiatives and national events.

- Serve as a liaison with journalists, photographers, and broadcasters to coordinate coverage and ensure seamless media access to Red Bull talent and content.

- Manage press accreditation, logistics, and on-site media operations, facilitating interviews, filming sessions, and branded content capture.
- Collaborate with internal teams to craft press materials and storylines consistent with Red Bull's tone of voice, while supporting sensitive communications and crisis response when needed.
- Engage with local media, cultural communities, and grassroots networks to amplify Red Bull's visibility and strengthen its presence across sport, lifestyle, and culture.

DMTC Sport
Head Of Public Relations
agosto 2021 - gennaio 2023 (1 anno 6 mesi)

Coca-Cola Hellenic Bottling Company
External Communication Specialist
febbraio 2021 - maggio 2021 (4 mesi)
Milan, Lombardy, Italy

BCW Global
Intern Crisis Management and Corporate Communication Team
marzo 2020 - febbraio 2021 (1 anno)
Milano

Officine Italia
Co-Organizer
maggio 2020 - giugno 2020 (2 mesi)

“Officine Italia”: Online event of 3 days with 1300 participants from all over Italy, working in team to think about the Restart of Italy, post covid emergency

Yezers
2 anni 7 mesi
Public Affairs and Strategic Communication
marzo 2019 - marzo 2020 (1 anno 1 mese)
Milano, Italia

Co - Founder & Chief Human Resources Officer
settembre 2017 - marzo 2019 (1 anno 7 mesi)
Milano, Italia

Comin & Partners
Junior Strategic Communication Consultant
ottobre 2019 - febbraio 2020 (5 mesi)
Milano, Italia

Formazione

IULM University

Master's degree, Comunicazione per relazioni internazionali · (2018 - 2019)

Universidade de Lisboa

law

Université de Picardie Jules Verne (Amiens)

Giurisprudenza/diritto canadese

Université du Maine-Le Mans-Laval

European Law · (2016 - 2016)

Università 'Magna Graecia' di Catanzaro

Laurea Magistrale in Giurisprudenza · (2012 - 2018)