

GIORGIO LENZI

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EXPERIENCES AND PROJECTS

Jordan Store, Nike's Flagship store managed by Percassi Group

ROLE: Team Lead

Period Oct 2022 - Oct 2023

References: Marco Menegon, Store Manager (+39 3429052159)

I have been part of the opening of the first-ever Jordan Brand concept store "World of Flight", managed directly by Nike and Percassi. Being in touch daily with final consumers has let me understand consumer behavior and improve my sales techniques. I learnt all the aspects behind the functioning of a sporting goods flagships store (Visual Merchandising, Stock management, In-Store Training, cash register and floor operation), while adapting to a fast pace working environment (close to 1M worth of sales per month). KPI analysis and weekly report to Store Manager.

EuroBasket 2022

ROLE: FIP and FIBA Organizational Offices

Period Sept 2022

During the European basketball Championship in Milan, I supported the Local Organizational Committee in the preparation of the event. I had the opportunity to be part of a multitude of areas, such as Accreditation, Media Operation, Team Support and Hospitality.

Siena Football Club, professional football club competing in the third Italian league, the LegaPro.

ROLE: Marketing Specialist

Period Dec 2021 - Aug 2022

References: Carlo Pace, General Secretary (+39 3299640703); Giorgio Perinetti, Sport Director (+39 3356776920)

Reporting directly to the General Director and Sport Director, I was in charge of all the marketing activities:

- **Social Media:** development of the editorial plan for the Instagram profile and its management, also during match-day, video footage and graphical processing (via **Canva** and **Photoshop**)
- **Communication:** website management and update via **WordPress**, media press conferences support in collaboration with then Head of Communication
- **Merchandising:** taking charge and processing of Merchandising orders via **WooCommerce**, creation and updating of sales and warehouse data, development and implementation of promotions (Christmas Box, student discounts)
- **Partnership:** sponsor searching and commercial implementations, CRM, accreditation management, e della corporate hospitality management(Suppliers, Hostess, Accesses)
- **Administration:** suppliers relation management, monitoring of the financial situation, corporate home banking management (all banking operation)

Millet Mountain Group, french Outdoor sporting goods company with Italian HQ in Bergamo. They own the brands Millet and Lafuma.

ROLE: Operational Marketing Internship

Period May 2020 - Dec 2020

References: Hervè Sergio Locatelli (+39 3313768553), Area Manager Latin Countries

My responsibilities were divided into:

- **Marketing:** developing trade promotions and Marketing Activities Plan with the international teams and implementing them locally, managing and monitoring local point of sale advertising and the brands identity, sponsorship follow-up
- **Communication:** supporting the pr agency in media planning, press releases, translations and editorials for both brands
- **Budgeting:** marketing budget monthly follow-up

Sport Business Strategies Master

Period Oct202 - May 2021

References: Agnese Tagliapietra (+39 3395325149), Programme Coordinator

One year post-graduate master of the Ca'Foscari University of Venice, located in Treviso, focused on how the sport-system work and its management. The course was Marketing and Communication oriented, with direct testimonials from Sports Managers.

I have contributed to the following Project Works:

- **AC Milan** -> Increasing the sales of both San Siro and Casa Milan using the image of the city of Milan
- **Macron** -> Developing the launch of the new Athleisure FW collection
- **FC Internazionale** -> Implementing a sponsorship in LATAM through the club's e-Sport team
- **YouFirstSport** -> Being the social media manager of Davide Calabria for one entire month
- **PepsiCo** -> Making of a 2-year marketing plan for the brands Quaker and Tropicana
- **LCA Law Firm** -> How an Italian law firm can profit from the Winter Olympic Games of Milano-Cortina 2026

Norwegian School of Economics, Bergen (Norway)

Period Aug-Dec 2018

Living in an international context has allowed me to improve my English language and let me know people from a different cultural background than mine.

Overall, since moving to Norway I have grown as a person, most of all in adapting myself to non-familiar contexts.

SOFT SKILLS

- **Team Work, Work Ethics, Being under pressure**, obtained through my sports experience as a competitive basketball player
- **Organization of my own time and Respect for the deadline, Written text-ability, and Graphic Sense**, as a result of my educational background.
- **Calm, Ability to Listen, and Patience**, deriving from the introverted aspect of my personality.

EDUCATIONAL BACKGROUND

2020/21	Sport Business Strategies Master	Università Ca'Foscari Venezia
2020	Degree in Business Administration	Università di Pisa 100/110
	Thesis: "Environmental sustainability as a source of competitive advantage: the case of Patagonia Inc."	
2018	Erasmus program	Norwegian School of Economics, Bergen (Norway)
2016	Diploma Liceo Scientifico	Liceo Scientifico F. Enriques Livorno 84/100

COMPUTER SKILLS

- Programs: Excel, Word, PowerPoint, Outlook, Canva and Photoshop, WordPress and WooCommerce
- **"Basics of Digital Marketing"** certification by Google on 12/05/2020
- Facebook Business Suite and social network management and ADV(Facebook, Instagram, LinkedIn)

LANGUAGES

Italian: Native Language

English: Listening C2, Reading C2, Writing B2, Speaking B2. **CEFR Level C1. IELTS** certification on 17/07/2020

PASSION / PERSONAL INTEREST

Sports is the fundamental of my life.

I have been playing **basketball** since I was 7 and have never stopped since. This passion of mine has allowed me, among others, to compete in a U19 National Italian Championship, to be part of two meetings with the Italian U19 3x3 National Team and to participate in several senior regional championships at a semi-pro level. Basketball is also the reason of my interest in **footwear and sneakers culture** in general.

From a personal point of view, I have a particular interest about **environmental sustainability**, a topic on which I did the final paper of my university career (focused on the brand Patagonia and its way of doing business).

In the last years I started to do more and more **outdoor activities** (I recently completed the **Camino de Santiago**, +850km in 34 days of trekking), becoming interested in how a technical product is made and its management.