

LORENZO PELLIZZERI

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Marketing and communication have always been my playground — where ideas take shape, stories connect, and brands come to life. Over the years, I've built a versatile skill set spanning **omnichannel campaigns, integrated strategies, content creation, and client management**, refining my ability to **lead projects and turn creative vision into results**. Driven by a passion for the sports and advertising industries, I've collaborated on projects for **Kawasaki Motors Europe & Global, Salone del Mobile, E.ON Energia, Ferrero, Serie A, AC Milan, and FC Internazionale**.

I believe communication, in all its forms, exists to engage, inspire, and convey lasting values.



MILAN

ACCOUNT SUPERVISOR AND TV PRODUCER

JOB HISTORY

2023
MILAN

BBDO ITALY

ACCOUNT SUPERVISOR
AND TV PRODUCER

- Managing and developing integrated ATL/BTL/Digital campaigns for international brands.
- Coordinating creative and production teams (10+ members).
- Planning and monitoring 15+ annual projects, ensuring full compliance with timelines and budgets.
- Preparing and presenting commercial proposals to clients, achieving a 20% increase in client satisfaction.

2021
TIRANA- MILAN

OVERSPORT LTD - TIBO

SPORT MARKETING
MANAGER

- Managed media production for live Serie A events.
- Defined and sold sponsorship packages (Premium, Gold, Silver).
- Created and managed digital content and advertising campaigns.
- Organized large-scale sports events (Marathons, E-sports, Triathlons) with over 50,000 cumulative attendees.
- Supervised social media campaigns, achieving a 35% increase in audience engagement.

2021
PARMA

SG PLUS

NEW BUSINESS
AND MARKETING

2019
MILAN

ADIDAS ITALY

BRAND ACTIVATOR
AND AMBASSADOR

- Managed Key Retailers across Northern and Central Italy.
- Organized Reebok promotional events attended by over 5,000 cumulative participants.
- Trained store staff and led product trials, resulting in an 18% increase in sell-out.

2017
MILAN

DECATHLON ITALY

SALES
ADVISOR

EDUCATION

MASTER'S DEGREE IN DIGITAL MARKETING

24 ORE BUSINESS SCHOOL | 2021

MASTER'S DEGREE IN SPORT BUSINESS MANAGEMENT

24 ORE BUSINESS SCHOOL | 2020

BACHELOR'S DEGREE IN SPORT AND WELLNESS SCIENCES

UNIVERSITY OF MILAN | 2014-2017

SKILLS

DIGITAL MARKETING TOOLS: GOOGLE ADS, META
ADS MANAGER, GOOGLE ANALYTICS

CREATIVE TOOLS: ADOBE PHOTOSHOP, ILLUSTRATOR

OFFICE & PROJECT MANAGEMENT:

ADVANCED MS OFFICE (EXCEL, POWERPOINT), ASANA

SOFT SKILLS: PROJECT MANAGEMENT,
NEGOTIATION, PUBLIC SPEAKING, TEAM
LEADERSHIP

ENGLISH - PROFESSIONAL WORKING PROFICIENCY (B2/C1)

SPANISH - INTERMEDIATE PROFICIENCY (DELE B1)

FRENCH - ELEMENTARY PROFICIENCY (A2)