

DALILA GABSI

PROJECT COORDINATION & MARKET STRATEGY SPECIALIST

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SUMMARY

Motivated and detail-oriented professional with a strong passion for sports, strategic growth, and international markets. With experience across product management, digital marketing, and project coordination, I combine analytical thinking and creativity to support high-impact initiatives. I enjoy connecting strategy with execution to deliver results, manage projects, and contribute to regional expansion in fast-paced environments.

WORK EXPERIENCE

Product Line Management Teamsport Apparel Projects, PUMA (Herzogenaurach) **Oct 2024 - Apr 2025**
-Internship

- Supported cross-functional team in executing apparel digital projects, ensuring smooth collaboration between design, logistics, and marketing teams.
- Contributed to market research and competitor analysis for product lines, contributing to product positioning.
- Maintained project documentation and tracked key milestones for product launches, reducing delays by 20%.
- Collaborated with international stakeholders across 3+ countries, enhancing project delivery speed.

Social Media Manager and Video Editing, Sportitalia TV (Milan) - Internship **Jul 2024- Sep 2024**

- Coordinated editorial timelines and campaign calendars in collaboration with marketing teams.
- Produced and edited multimedia content using Adobe Suite, resulting in a 20% increase in social engagement.
- Managed cross-department communication to align content with event schedules and sponsorship requirements.

Social Media & Events Coordinator, Lorenzo Valla College (Pavia) **Jan 2022 - Dec 2022**

- Planned and executed communication campaigns across digital channels, managing project timelines.
- Conducted performance analytics to measure engagement and adjust content strategies accordingly.

Sales Assistant, Wycon Cosmetics (Siena) **Jul 2025 - Oct 2025**

- Supported daily store operations and product launch execution, ensuring consistent brand presentation.
- Collected and analyzed customer feedback to optimize local marketing actions.
- Collaborated with regional visual merchandising team to implement display updates according to launches.

EDUCATION

Msc Sports Marketing and Communication **Oct 2023 - Oct 2025**

IULM University (Milan, Italy)

Bachelor Communication, Innovation and Multimedia **Oct 2020 - Oct 2023**

University of Pavia (Pavia, Italy)

ADDITIONAL INFORMATION

- Technical Skills:** Microsoft Excel | PowerPoint | Word | Power BI | Adobe Creative Suite (Photoshop, Premiere Pro) | Salesforce | Trello | Google Analytics | Meta Business Suite | Data Visualization | Market Research Tools
- Professional Skills:** Project Coordination | Event Planning | Research & Data Analysis | Strategic Reporting | Cross-functional Collaboration | Timeline Management | Problem Solving | Detail Orientation | Teamwork
- Languages:** Italian (C2), English (C1), Spanish (C1), French (B1), German (B1)

PROJECT PORTFOLIO

Product Line Management Teamsport Apparel Projects- PUMA

PRODUCT LINE MANAGEMENT SUPPORT - Football Clubs and Teamwear

- Managed product lifecycle activities for 10+ teamwear collections, ensuring alignment with brand standards and seasonal market needs.
 - Coordinated with suppliers and internal teams to ensure 95% on-time delivery and quality assurance of football kits.
 - Analyzed client feedback and sales data from multiple clubs to propose workflow improvements, reducing production bottlenecks by 10%.
 - Supported reporting and tracking of key product milestones, increasing visibility for decision-making across internal stakeholders
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B2B KIT DESIGN PLATFORM - PUMA Kit Factory

- Supported end-to-end product creation for the B2B platform, delivering team kit collections.
- Assisted in defining product requirements and enhancing the user experience.
- Collected and analyzed client feedback and usage data from retailers and clubs, providing actionable insights to optimize platform features.

Sports Marketing and Communication's Master Course - IULM University

PROJECT - Partnership between Football League Serie A and Philadelphia

- Developed and executed marketing activations for the Italian Super Cup 2024 and EAFC 24, enhancing fan experience and increasing digital brand exposure.
 - Designed innovative fan engagement initiatives for Philadelphia, Lega Serie A's new sponsor, to strengthen brand positioning in the market.
 - Coordinated cross-functional teams and event activities, ensuring smooth execution across all phases of the competition.
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PROJECT - Asics Gel Cumulus 25 Marketing Plan

- Developed and implemented a comprehensive marketing and communication plan for Asics Gel Cumulus 25, covering brand positioning, competitor analysis, and consumer insights.
- Identified target audience and defined product, sales, and distribution strategies to maximize market impact.
- Coordinated cross-functional research and planning to ensure cohesive execution and alignment with brand objectives.