



# LORENZO PELLIZZERI

## ACCOUNT SUPERVISOR

11/04/1994

### PROFILE

Sport & Marketing addicted. Multifaceted Marketing manager with strong marketing technology background and expertise in multiple industries. Innovative Marketing leader with 3+ years of experience delivering exceptional marketing campaigns, creative content based on established and innovative strategies. results-oriented and collaborative professional bringing expertise in brand management and social media engagement.

Detail-orientend, attentive and decisive leader. excellent communications skills and knowledge of marketing metrics enabled achievement of desired result

### CONTACTS

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### SOCIALS

 [www.linkedin.com/in/lorenzopellizzeri](https://www.linkedin.com/in/lorenzopellizzeri)

 [lorenzopellizzeri](https://www.instagram.com/lorenzopellizzeri)



## WORK HISTORY

### Account Supervisor

DLV BBDO | February 2023 - On going

- Global Integrated Advertising Campaign Management and Production
- Management of ATL BTL digital project
- Scheduling and project timing
- Coordination of production and creative development departments
- Production and presentation of economic quotations relating to specific briefs

### Sport Marketing Manager

OVERSPORT LTD - Official Broadcaster Serie A in Albania & Kosovo | August 2021 - January 2023

- Operation Media production Management for live broadcasting events from Serie A stadia
- Partnership Agreements management and development (Premium, Gold, Silver Sponsor)
- Online & Offline ADV spaces development and management
- Sport Events organization and development (Tirana Marathon, Tirana Triathlon, E-sport tournament)
- Sport Formats and Creative contents development and definition
- Social content Management planning and supervision
- Multi-platform audience analysis and reporting

### Commercial & Marketing Area

SG plus-Sport Advisor | March 2021 - August 2021

- Sportmakers Relationship management (Federations, Leagues, Clubs and Sports Testimonials)
- Tailor-made projects design and development for the customer:
  - Partnership management and consulting
  - Corporate Social Responsibility projects
  - Client Engagement (external target) and Corporate Engagement (internal target)
- Sport Events organization (Grand Prix Gymnastics)
- Commercial activity for new business prospects and strategic consultancy on sports assets

### Brand Ambassador & Coaching Reebok

adidas Italy S.p.A | October 2019 - January 2021

- Key Retailers Management (Northern and Central Italy)
- Product training for Staff, Visual Check Store and Economic Analysis.
- Trial and Engagement Events planning & organization for reference customer clusters
- Public Speaker Reebok product events



## EDUCATION

### 24 Ore Business School

Master Digital Marketing | 2021

### 24 Ore Business School

Master Sport Business Management | 2020

### Università degli Studi di Milano - La Statale

Bachelor's degree | 2014 - 2017

Bachelor's degree in Motor Sciences, Sport and Wellness



## SKILLS

**English:** Level B2

Business English course at 24 Ore Business School - EF school

**French:** Level A2

Excellent knowledge in **MS Office package**

Good knowledge in **Adobe package**

Important Skills in **Brand Activations, Strategic Marketing and Digital Marketing.**