



# Erika Antonioli

## Sport Partnership Account

Firenze  
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### Foreign Languages

ITALIAN	● ● ● ● ●
ENGLISH	● ● ● ● ○
SPANISH	● ● ● ○ ○
GERMAN	● ● ○ ○ ○

### Know how

Strong relationship within the Italian football industry  
Media Planning

Brand Communication  
Sport Marketing  
Client Management  
ECDL

### Soft Skills

Problem solver  
Goal oriented and proactive  
Determined and reliable  
Team player and independent

### Education

#### University Master I Level SBS – Sport Business Strategy

Università Ca' Foscari

Venezia

#### Bachelor Degree Pubbliche Relazioni & Pubblicità

Libera Università di Lingue e Comunicazione IULM

Milano

### Work Experience

#### January 2022 – December 2023

##### Football Partnership Account • Olybet Italia S.r.l. • Firenze

- Creating innovative lead generation campaigns which can be measured in terms of return
- Developing and planning contents to increase awareness within the community
- Trips organization for our VIP customers
- Identifying, evaluating and managing all partnership activations

#### July 2018 – September 2020

##### Marketing Manager • S.P.A.L. Ferrara • Ferrara

- Contracting, running and launching advertising campaigns on the main national media (press and online)
- Planning and creation of a recognizable brand identity and remaking of the corporate company profile
- Advertising Media Planning: conception, creation (in collaboration with the creative agency) and planning of advertising on the main national media
- Organization of the main internal events as well as other happenings dedicated to the business partners
- Studying, designing, launching and managing the e-commerce channel

#### May 2014 – June 2018

##### Partnership Account • Lega Nazionale Professionisti Serie B • Milano

- Mediation between the partner companies and the 22 Football Clubs part of the Championship with regard to all the activations listed in the partnership's contracts
- Management of the relationship with the main media
- Organization of the main internal events and other happenings dedicated to the business partners

#### April 2012 – August 2013

##### CRM Analyst • ACF Fiorentina • Firenze

- Design, management and launch of the company's CRM channel
- Collaboration with marketing department about event organization