

LUCA NATALIZI BALDI

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PROFESSIONAL PROFILE

Passionate about sports and technology, over the years I have developed the ability to work on complex projects, defining marketing and CRM strategies with customers and supporting internal teams in measuring shared KPIs.

WORKING EXPERIENCE

[10/2021 - ->] Field CRM & Marketing Consultant - [Omnicon Media Group, Milan]

Client: Nissan Italia, Northern Italy Area

- Performance measurement of CRM and Marketing activities of the Nissan sales network, with a particular focus on lead generation and conversion activities, identifying areas for improvement.
- Management of the relationship with the customer, both at the HQ side and at the dealerships in the area.
- Consultancy activity in the drafting of local marketing plans for dealerships, adapting them to the territorial context and the spending budget suggested by HQ.

Results achieved: achievement of the lead management objective across the entire network within 1 hour of receipt on the T-Car platform, increase in the average % of conversion into sales contracts from 4% to 7% (March 2024).

[01/2020 - 10/2021] Performance Marketing Consultant - [Assist Digital Spa, Milan]

Client: Mopar, division of the FCA group (now Stellantis) dedicated to aftersales activities.

Main activities:

- Monitoring of performance relating to campaigns belonging to Mopar's loyalty and CRM project, with focus on all markets in the EMEA region.
- Analysis of lead management activities, with a focus on the conversion funnel up to the attribution of visits to dealers.

[05/2016 - 01/2020] Marketing Strategist - [Engagigo Srl, Parma]

Startup born from the experience of Sdam - Sport Data Management, through the endu.net portal it puts brands and athletes in contact, allowing the latter to register online for sporting events.

Main activities:

- Data Reporting: web analytics (Google Analytics), business intelligence (Data Studio, Tableau).
- Planning/delivery of display and email marketing campaigns (Mailup, Mailjet).
- PPC campaign management (Facebook, Google Ads).

Results achieved: 560k registered users (December 2019), 5MM monthly page views, NPS score 33

[06/2012 - 03/2016] Digital Marketing Specialist - [Perform Group, Milan]

Media company operating in the world of sports media rights. Known in the Italian B2C market for the DAZN service, it provides sports content through a global digital network.

Main activities:

- Acquisition of new publishers for the ePlayer video platform.

- Daily comparison with the network publishers to guarantee the delivery of advertising campaigns both in terms of volumes and quality (e.g. CTR %, viewability, conversion rate).
- Report development shared with colleagues in the Southern Europe division.
- Management of the "Serie A TIM" Youtube channel, owned by the Lega Serie A.

Results achieved: expansion of the ePlayer network from 50 publishers to 181 publishers, average CTR growth from 0.5% to 1.5%. Max monthly delivery equal to 25 MM streams

VOLUNTARY SPORTS ACTIVITIES

[12/2005 - 01/2022] Italian Football Referee Association (AIA - FIGC)

Football referee since the 2005-2006 season, assistant referee in Serie D (4th tier of Italian football) from the 2014/2015 season to the 2016/2017 season.

[05/2016 - ->] UEFA Volunteer

Doping Control Chaperone during the UEFA Champions League 2016 Final in Milan, the European Under-21 Championship 2019 in Reggio Emilia and the Nations League 2021 Final in Milan.

EDUCATION AND TRAINING

AA [2018] - [2018] **TAG Innovation School Milan**

Part-Time Master in Business Data Analysis

AA [2012] - [2015] **University of Modena and Reggio Emilia**

Master's degree in International Business and Law(working student) - 101/110

Thesis: The new figure of the FIFA intermediary. International analysis and possible developments

AA [2010] - [2011] **University of Milan Bicocca**

1st level university master's degree in Sport Management, Marketing and Sociology

Project work: Sports Co-Marketing. The Autodromo Nazionale Monza case

AA [2007] - [2010] **Catholic University of the Sacred Heart - Milan**

Three-year degree in Economics and Business Management- 101/110

Thesis: The role of web marketing in the process of business internationalization

[2002] - [2007] **Don Carlo Gnocchi Scientific High School – Carate Brianza**

Scientific high school diploma

FOREIGN LANGUAGES

English: advanced

Certifications:

- Toefl iBT – Level C1 (11/2009)
- International Professional English Certificate (IPEC) – Level B2 (02/2009)
- First Certificate in English (FCE) – Level B2 (06/2006)

Courses abroad

- English for Business course → Kaplan International College, Bath (UK) (08/2010)
- Toefl iBT course → St. Giles International College, Brighton (UK) (07/2009 – 08/2009)

Spanish: intermediate

Certifications:

- Diploma in Spanish as a Foreign Language (DELE) – Level B2 (05/2010)

Courses abroad

- Curso de Español → Escuela Taronja, Valencia (ES) (03/2010)