

# Matteo Balzarini

Date & place of birth: **07/10/1992 Milan, Italy**  
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## Personal achievements:

- Graduated in Marketing & Events' Management, University of Northampton, UK.
- 10 years experience in project management, sponsorships' activation, suppliers & clients management, athletes' management, business development, B2C & B2B sales, events' management.
- Flexibility to adapt and thrive in multicultural environments, thanks to 5 years living abroad.
- Solid network composed by over 60 national and international companies within different areas.
- Over 100k in sponsorships brought to Uyba Volley in the 2024-2025 season.
- Over 50 corporate events and shootings organized with athletes in the 2024-2025 season.
- Over 40k raised for Sobe Sport in 2023-2024 thanks to the development of new projects.
- Over 160k raised for MyEdu in 2021-2023 thanks to the closing of more than 80 contracts.

## Education:

Sept. 2013 - Jul. 2016: **University of Northampton, UK - B.A. with Honours in Marketing & Events' Mngmt**

Sept. 2020 - Mar 2021: **Executive Master - Digital marketing&communication. Sole24 Business School**

## Work experience:

Apr.2024 – present: **UYBA VOLLEY – Women's A1 League. Sales & Partnerships Manager. Busto Arsizio.**

- sponsorships' project management & activation
- development of innovative projects to engage new partners and contract negotiations
- analysis & research of new prospects
- supervision of the commercial team and budget control
- suppliers' management

Feb.2023 – Apr.2024: **SOBE SPORT. Project Manager. Milan.**

- Responsible for selling the image of football legends (Vieri, Ambrosini, Milito, Cambiasso, Adani, Zambrotta, Materazzi) for corporate events, brand campaigns, product launches.
- Negotiation with agencies and brands; project and events management; talents handling.

Sept.2020 - Feb. 2023: **MYEDU Publishing Company. Sales Consultant. Milan.**

- Approach of potential clients for consultancy service about product (digital education platform)
- Proposal and development of partnerships with companies and brands
- Video-consulting with families / teachers /schools and closing of sales contracts.

Apr.2019 - Mar.2020: **AWE SPORT. Partnership Executive Account. Turin.**

- Committed to the Jeep | Juventus Sponsorship Project:
  - Development of the Extra-EMEA partnership's strategy. Analysis of opportunities for business development.
  - Successful activation with FCA HQ in Italy, FCA markets in Asia, and Juventus of all Jeep's events during the Juventus Asian Summer Tour 2019 (Singapore, Shanghai, Nanjing, Seoul), including M&G with Juventus' players, video shootings and expo cars placements.
  - Management of Jeep | Juventus web portal
  - Management of Jeep's visibility at the Allianz Stadium
  - Budget control
  - Negotiation with suppliers for cost-saving purchases

Jan. 2017 - Mar.2019: **ENERVIT SPA. Marketing & Sport Events Coordinator. Milan.**

- Analysis of sport events' partnership opportunities to enhance the brand – Business development
- Relationship with endurance Italian athletes to manage Enervit's visibility during their competitions and to organize their presence for corporate events. Personally worked with: Alex Zanardi, Lara Gut, Sofia Goggia, Simone Moro, Davide Cassani, Daniel Fontana, Stefano Baldini, Michele Boscacci, Damiano Lenzi.
- Relationship with events' organizers to optimize the brand's presence in every location
- Negotiation with promotional materials' suppliers for cost-saving purchases
- Management of a team of graphic designers to realize products' displays to be placed at events
- Optimization of events' budget: planning and control
- Sales activity to endurance athletes in loco during sport events
- Management of the brand's visibility and logistic operations to implement the partnership with IRONMAN in 5 countries.

Languages: **English:** excellent    **Italian:** native    **Spanish:** basic

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**Skills:**

- Determined and persevering
  - Excellent in team work
  - Problem solving attitude
  - Ability to work cross-functionally
  - Strong in operational tasks
  - Used to work under pressure
  - Commercial & negotiation skills
  - Results-oriented approach
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**IT Skills:**

- Fully competent with MS Office – Adobe Premiere and Vyond (video editing skills) – Google Ads – Wordpress - Canva
  - Proficient in social networking dynamics
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**Sports & Voluntary work:**

- Passion for all sports and motorsports
- Football player – Tennis & Golf player (regional level)
- Management & Organisation of football tournaments for University teams.
- Volunteer member for non-profit organizations:
  - RECUP: aimed to reduce food waste and distribute to people who cannot afford a meal
  - CASA MAGICA: fund raising events to support needy kids