



Alessandra Rao

Date & Place of Birth: 11/10/1997- Naples, Italy

Nationality: Italian

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EDUCATION

2022-2023– Luiss Business School – Rome, Italy

Master in **Management delle Imprese Creative e Culturali- Major in Sport Management**

Main Courses: Digital Marketing in the sport industries, Digital Marketing, Brand & Sport Marketing, Sport Operation Management, Sport Event Management, Sport Strategy.

Completed with AS-Roma Merit Award Scholarship

2019-2021– Università degli studi di Roma Foro Italico – Rome, Italy

Master's Degree in **Management of Sport Enterprises**

Thesis: L'imprenditorialità nel settore dello sport e la creazione di un brand sportivo

Main Courses: marketing and strategy in sport industries, stadium management, sports law, business administration, Government of the territory, services and sports facilities.

Final Mark: 105/110

2016-2019– Università degli studi di Napoli Parthenope – Naples, Italy

Bachelor's Degree in **Sport Science**

Thesis: Tecnica e Didattica del Pattinaggio Artistico a Rotelle

WORK EXPERIENCE

**2023-Now – Geis Management Group- Progettazione Costruzione e Gestione Impianti
Marketing and communication**

- Marketing and communication
- Management social media and google Ads
- Management web site
- Creations RollUp, brochures

**2022–2023 – Youth Napoli Soccer – Mugnano di Napoli, Italy
Soccer School**

Social media manager

- Management social media and ads
- Management sport's events
- Creation posts for social media

2018-2023 – Mixology Lounge Bar; Mario Tortora – Naples, Italy
Waitress

- Booking Manager
- Cashier

2020– 2021– FISR Federazione Italiana Pattinaggio Artistico – Internship
Federation Internship

- Membership Office
- Administration
- Social media
- Enrolment in new courses

2015–2019– Pattinatori Orsa Maggiore – Naples, Italy Artistic Roller Skating School
Skating coach

- Skating coach
- Chorographer
- Personal Trainer

2015– School-work-alternance – Paris, France
Halle Saint Pierre

- Ticketing
- Accessibility
- Security
- Cashier
- Library Assistant

LANGUAGE

Italian - native speaker

English - fluent (C1)

Spanish -good

French -good

IT SKILLS

Good Knowledge of Office Package

Good Knowledge of social media like Instagram, Facebook, Twitter and TikTok

Good Knowledge of Google Ads

Good Knowledge of Canva

Good Knowledge of Adobe, in particular Photoshop, Illustrator, Indesign

Additional Information

Extracurricular experiences:

Babysitting

Teaching private lessons for children

Teaching private lessons for University students

Trinity Certification: C1

sports achievement:

- 2016- on going Artistic Roller-Skating Coach
- 2012 Gold Medal in Coppa Italia Championship
- 2015 Bronze Medal in Italian Championship

Voluntary activities:

2012-2015 - Fai "Fondo Ambiente Italiano" – Naples, Italy

Role

- Travel Guide

2021 – Uefa Euro 2020 – Rome, Italy

Role

- Mobility Makers
- Hospitality
- Fan zone