

# ANDREA USAI

22/09/2000 - Cagliari (CA), Italy - Citizenship: ITALY

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## Education

### January 2024 – Present

Specialized Master Programs in Marketing and Communication

Bocconi University, Milan, Italy

- Main Courses: Marketing Analytics, Consumer Analytics & Business Markets, Industrial Buyers, Dealers & Sales Management

### September 2022 - January 2023

Master on-demand in Sport Marketing & Sponsorship

SDA Bocconi, Milan, Italy

- The program develops useful skills for managing marketing and sponsorship activities, planning, and organizing Sport Events starting from the analysis of the best practices.

### September 2019 - September 2022

B.Sc. Business Administration and Management

Bocconi University, Milan, Italy

- Final Dissertation: "Making Friends not Millionaires, the Fenix Trophy Case"
- Bocconi Students for Sport Management - Students Association

### September 2021 - January 2022

Exchange Student

Nova School of Business & Economics, Lisbon, Portugal

- Main Courses: Strategy, Finance, Global Business Environment, Organizational Behavior.

### September 2014 - July 2019

Diploma Liceo Classico

Alexis Carrel, Milan, Italy

## Professional experience

### September 2023 - January 2024

Linkiesta.it, Milan, Italy

Marketing & Sales

Main Activities:

- Collaborate with Marketing & Sales team to create and customize commercial offers for clients, developing negotiation skills.
- Manage advertising planning within Linkiesta.it's digital, print, and live products.
- Maintain relationships with the newspaper's stakeholders by acquiring business relationship management skills.
- Conduct market analysis and research to support sales strategies, learning to identify market opportunities and trends.

### July 2022 - September 2023

AXA XL, Milan, Italy

Operations Assistant

Main Activities:

- document issuance and premium flow management.
- international monitoring, and reporting.

## Language & IT Skills

- Italian: Native Language
- English: Advanced
- Spanish: Intermediate
- Microsoft Office: Advanced used of Excel, Power Point, Word
- SPSS & CRM

## Additional information

- Vigentin Col Cor In Man - Volunteer Association
- Sport: Padel, Football, Beach volley.