

# PIETRO DIDONÈ

Place and date of birth: Negrar di Valpolicella (VR), Italy – 6<sup>th</sup> December 1997

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## WORK EXPERIENCE

### Jakala, Milan, Italy:

November 2021 – present

- **Business Consultant**
- **Business Analyst**

Designed the new sales strategy and re-organized its sales structure for an insurance player

Planned and managed a product phase-out activity and coordinated commercial partnerships for an OTT player

Plan and designed new customer journey for a FMCG player and an Automotive player

Coordinated the marketing automation tools migration for a financial and insurance services company

Planned annual targets and redesigned dealer presence in Europe for an automotive player

Managed the new loyalty program and CRM activities for a fashion player

### Sportnetwork, Milan, Italy: Sales and Marketing Intern

March 2021 - July 2021

Collaborated within digital customers, for media agencies and direct customers

### Banca di Verona, Verona, Italy: Marketing and Audit Intern

January 2019 – April 2019

Collaborated for planning and follow-up of activities and targets

### Endes srl, Verona, Italy: Event Steward

April 2017 - February 2020

Selected for assisting in hosting a wide range of events in Verona

## EDUCATION

### Università Commerciale Luigi Bocconi, Milan, Italy

September 2019 – October 2021

*MSc in Marketing Management (MM) – Major in Big Data and Business Analytics*

*Thesis: Sponsorships in football institutions in Italy and the path of a brand in the evaluation of such promotional activities: the AIA case*

### Università Commerciale Luigi Bocconi, Milan, Italy

September 2016 – July 2019

*BSc in Business Administration and Management (CLEAM)*

*Thesis: The reasons for football faith: empirical research*

### Liceo Scientifico Galileo Galilei, Verona, Italy

September 2011 – June 2016

*High School Degree in Scientific Studies*

## LANGUAGE SKILLS

- **Italian** Native
- **English** level C1 – IELTS certification
- **Spanish** level B1 – Dele certification

## IT SKILLS

- Proficient user of **SAS Enterprise Guide**
- Proficient user of **GIS – Geographic Information System**
- Proficient user of **Microsoft Office** (Word, Excel, Power Point, Outlook)
- **ECDL Full Standard** (European Computer Driving License) in February 2017

## ADDITIONAL INFORMATION

• Excellent communication skills both in English and Italian, gained during the time I spent in the US in 2015 summer thanks to the EF Program in Santa Barbara (California), as well as through the many group projects I have carried out at Bocconi University.

• **Sport:** Gym (2015 - present), Ski (2021 – present), Football (2003 - 2015)

• **Hobby:** Travelling, Gym, Football, Basketball

• **Drive license:** A1, B

• **Charity:** Founding member of Federico Pinali Onlus (2020 - present), AVIS blood donor (2017 - present), Banco alimentare volunteer (2017 - present), NADIA Onlus Mathematics tutor (2015-2016)