



# FEDERICA VERRELLI

## ABOUT ME

I've got a background of 13+ in sport & entertainment marketing and product management, with proven track record of revenue growth, customer engagement improve and effective people management.

My strengths: design B2C strategies and develop effective revenue-oriented brand activation plans.

## INSTRUCTION

**Master's Degree**  
**Organization and Marketing for Business Communication**

Thesis in Brand Management  
Vote: 110/110 cum laude  
Jan 2010 | Sapienza University of Rome

**Bachelor's Degree**  
**Public and Business Communication**  
Thesis in Institutional Marketing  
Vote: 107/110  
Feb 2008 | Sapienza University of Rome



## Brand Manager Product Innovation

Costa Crociere spa | Nov 23 - Actual

Responsible for brand innovation to **plan and setup an outstanding guest experience**, reporting to Marketing Director.  
Key responsibilities:

- **Design brand growth framework** to translate from strategy to execution, understanding customer needs & analyse wide competitive moves
- Define & implement **operational marketing plan** to drive the growth of market penetration, purchase frequency and extension
- Build and manage partner & ambassador relationships to **create innovative and commercial attracting experiences**
- Responsibility for **special projects & brand activations** with internal coordination function (e.g. B2C activation plan in Sanremo24 event cruise)



## Head of Brand & Marketing

Frosinone Calcio srl | Jul 22 – Aug 23

In charge of fan experience, CRM and overall B2C marketing strategies (consumer&ticketing product, digital, membership, ecommerce). Key responsibilities and achievements:

- Develop and implement marketing strategies to **increase brand value** and drive fan **audience growth & engagement**
- **Introduce a data-driven marketing approach:**
  - Lead the project for the launch of a CRM and BI platform, coordinating internal and external partners and suppliers (IT/Ticketing/Digital partners);
  - Monitor and report on the performance of marketing initiatives, providing actionable insights to drive continuous improvement.
- **Enhancing Customer Experience :**
  - Design a new converting-oriented and omnichannel customer journey for each digital touchpoint (social media - website – eCom – APP)
  - Membership product revitalization & extension - over 2k paid subscription and +6,5k profiled free member in the first quarter
  - Establish a strong relationship with the fanbase with customized and segmented communication plan
  - Implement money-can't-buy & integrated activation strategy; set up the marketing activation plan to ensure execution consistent with the overall strategy



## Consumer Products & Fan Service Officer

Juventus Football Club spa | Apr 19 – Jun 22

Responsible for Consumer Products and Customer Service team, reporting to Head of Stadium Revenue. Product managers coordination for Fidelity Card, Memberships (VIP, Standard, Junior), Official Fan Club, for 9mio€ rev and 5mio€ costs. Strategy definition/supervision of Fan Experience activations.

# SKILLS & COMPETENCES

## Languages

- Italian // mother tongue
- English // professional (C1 level)
- Spanish // basic (A2 level)

## Microsoft Suite user

- Office
- NAV
- Dynamics CRM
- Power BI

## Product Management

### Marketing

### Brand Activations

### Fan Engagement

### CRM

## CONTACTS

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## Special Projects

### Juventus Summer Tours 2017-19

- Fan Village brand activation; support ticketing sales strategy to maximize stadium attendance; plan and execute exclusive events like Legends Trophy Tour with local community.

### Juventus UCLF team | Berlin 2015 and Cardiff 2017

- Manage ticketing sales strategy; Execute brand activations on UEFA Fan Festival and stadium mosaic (staff, agencies and suppliers coordination); budget monitoring.

### UELF Turin 2014 | Venue Management Team

- Support UEFA Stadium Fan Entertainment activations; member of ticketing & hospitality project management group.

### Juventus Stadium Opening Ceremony (2011)

- Event Manager Assistant: relation with agency for contents delivery and support for artistic and staff.

Key responsibilities and achievements :

- **Owner of B2C marketing plan (brand strategy, positioning, P&L, marginality, adv)**
- **Manage the “Official Fan Club” rebranding:** lead the team for the new brand identity construction and stronger product value proposition. Built a dedicated subscription and sales management channel (+160k paid subscribers for +550 Clubs worldwide). Extend international brand relevance through area-specific marketing plan declination.
- **Launch of a new Membership & Fidelity B2C Sales Platform,** extending the brand management levers, optimizing processes and designing the best customer experience for customers (+200k paid subscribers).
- Built a high value **fan activation plan in each touchpoint (digital, stadium, international matches and tour)** to augment fans loyalty & satisfaction
- Lead the **development of Customer Care services**, defining processes and a measurable service target.



### Consumer Product Marketing Executive

Juventus Football Club spa | Jan '16 – Mar '19

Product Manager Membership and Fan Club coordinator, reporting to the Marketing Manager.

Key responsibilities and achievements :

- Design and implementation of the **fan engagement action plan** to extend the fanbase, implement loyalty strategy and develop a strong asset to generate new integrated revenue opportunities.
- **Definition of year-to-year Consumer Product marketing plan** (*budgeting, product development, pricing policy, communication*).
- Plan and execute **Official Fan Club activations for the international development** through the emerging markets (*NAFTA and APAC Region*); organize high attention-captive local activation to increase brand awareness and collect data for new subscriptions.
- Launch and develop **kids-oriented loyalty program** to construct a life-long relationship with the youngers brand lovers.



### Stadium Product Marketing Specialist

Juventus Football Club spa | May '10 – Dec '15

Owner of Stadium Product and Fan Entertainment activities, reporting to Marketing Manager.

Key responsibilities and achievements :

- **Juventus Stadium brand positioning as “must-see destination”:** marketing plan activation, coordinating adv agencies and media center for seasonal and periodic multi-channel campaigns ( approx. +300k€ adv bdg/year)
- **Stadium Fan Entertainment activities management:** seasonal content definition, briefing and coordination of the event agency for match-by-match activations (approx. 500k activation bdg/year)
- Proposal of budgeting, pricing policy and promotional plan to sell seasonal tickets and each home match (achieved **92% saturation in first 4 seasons of the new stadium**).
- Data analysis and coordination of market research for the comprehension of stadium users' behavior and desires