

Paolo Pellegrino

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📍 Bologna, Italy

in [LinkedIn](#)

EDUCATION

Master's Degree in Sport Management
Alma Mater Studiorum - Università di Bologna
Bologna
2022-2024

Management du Sport
Université Paris Nanterre
Paris
january 2021 - july 2021
Erasmus

Bachelor's Degree in Sports Science
Università degli Studi di Torino
Turin
2018-2021

SKILLS

Languages: English C1, Spanish B1, French B1
DIGITAL SKILLS: Microsoft Office Suite (Excel, PowerPoint), Canva, ChatGPT, Gemini, Copilot, NSocial Media Managementew Skill, New Skill
Professional Skills: Stakeholder Management, Content Marketing, Event Coordination, Strategic Planning, Data Analysis, Sponsor Relations, Hospitality Management, Communication, Operational Coordination

Professional Summary

Certified Sporting Director and Master's graduate in Sport Management focused on strategic coordination and maximizing commercial outcomes in the sports industry. Experienced in facilitating operational coordination across internal teams and external partners at Sky Italia, ensuring content distribution aligns with audience acquisition goals. Skilled in Stakeholder Management, including devising sponsor strategies and overseeing premium hospitality experiences for a Serie B football club.

Work Experience

Content Marketing Sport - Intern at Sky Italia

march 2025 - present | Milano

- Developed and executed the content marketing strategy, creating promotional materials for the sports sector to boost user engagement and audience acquisition.
- Conducted performance analysis of content using advanced analytics tools, providing insights that informed the continuous optimization of communication strategies.
- Facilitated operational coordination by collaborating closely with internal teams and external partners to plan and distribute content across NOW's digital platforms.

Marketing & Communication Specialist at Carrarese Calcio 1908

nov 2024 - present | Carrara

- Managed sponsor relations, devising strategies to maximize partnership value and ensure a strong brand image for both the club and its partners.
- Coordinated with the communications department to oversee and publish digital content, maintaining brand consistency and engagement.
- Assisted in the planning and management of the hospitality area during home matches, ensuring a premium experience for stakeholders and guests.

Marketing Assistant - Intern at CONI Emilia Romagna

feb 2024 - june 2024 | Bologna

- Planned and organized regional sports events, contributing to their successful execution.
- Collaborated on administrative and operational activities, ensuring the smooth running of daily operations.
- Coordinated and communicated with a wide range of sports industry professionals, enhancing stakeholder relationships.

Team Liaison Officer Everton FC at European Amputee Football Federation Champion's League

september 2024 - september 2024 | Sassuolo

Staff Supervisor at E-Prix di Misano

april 2024 - april 2024 | Misano

Strength and Conditioning Coach at A.S.D Country Club

oct 2021 - sept 2022 | Cuneo

Strength and Conditioning Coach at A.S.D A.C Pedona

sept 2020 - jan 2021 | Cuneo

Volunteering & Leadership

Volunteer at Bologna Marathon

march 2023 - march 2023 | Bologna

Certifications

Sporting Director - FIGC - Federazione Italiana Giuoco Calcio

July 2024

Licenza D - FIGC - Federazione Italiana Giuoco Calcio

December 2024

ECDL full standard - AICA - Associazione Italiana per l'Informatica