

## **Giovanni Campolo**

Place and Date of Birth: Reggio Calabria, Italy - 09/02/1994

Nationality: Italian

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### **Education**

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**2020/2021 – LUISS Business School – Rome, Italy**

**Master in Media and Entertainment, Major in Sport Management**

Main Courses: Leadership, management and organization - New technologies applied to sport management - Brand and sport marketing

**2016 – 2019 – Link Campus University – Rome, Italy**

**Bachelor's Degree in International Business Administration – Sport Business and Management**

Main courses: Business strategy - Business plan and performance analysis

### **Work Experience**

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**2016 – 2017 – Villaggio Olimpico – Bardonecchia, Italy**

**Hotel, venue for entertainment and sporting events**

#### **Event planner**

- Analysis of the market and the client, link between businesses and providers
- Creation of events tailored on the client

**2015 – 2016 – Okydent – Italy**

**Specialists in dental tourism: high quality dentistry and implantology at low prices**

#### **Marketing and sales**

- Market analysis, monitoring of the competition
- Collaboration with advertising agencies, marketing campaign planning
- Client research, travel planning

**2014 – 2015 – Tecnocasa – Bardonecchia, Italy**

**Real estate agency, leader in Italy since 1986**

#### **Business promoter**

- Marketing online and on social media
- Connecting buyers and sellers and guaranteeing positive experiences
- Event planning to promote business growth

### **Languages**

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**Italian:** native speaker **English:** good

## **IT Skills**

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Experience with systems of client management  
Good Knowledge of Office Package

## **Additional Information**

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Extracurricular experiences: I briefly worked for TAG-go, family-owned bar and restaurant. My tasks were: inventory, social media management, staff recruitment and organization of small events.

Courses and Certifications: 2021 Shenker course, English language  
2015 IELTS Certificate for the English language, CEFR level B1

Voluntary activities: Beach cleaning in 2018 and 2019, in collaboration with local organizations in Reggio Calabria, Italy. We also involved families and kids with disabilities, to promote outdoor activities and help them meet new friends.

Soft skills: Experience in developing and planning a project, often offering solutions and using all the necessary technologies. Great communication skills and team work.