

LUCA NATALIZI BALDI

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SUMMARY

Dynamic marketing and CRM professional with over 10 years of experience in media consulting, brand activation, and digital strategy across the automotive and sports industries. Proven ability to manage complex partnerships, deliver impactful presentations, and coordinate with cross-functional teams. Passionate about football, with hands-on experience as a long-time referee and UEFA volunteer. Now seeking to bring this unique mix of analytical rigor, commercial awareness, and football expertise to a leading Serie A club.

PROFESSIONAL EXPERIENCE

[10/2021 ->] CRM and Media Consultant [Omnicom Media Group, Milan]

- Monitored customer and lead management for Nissan dealerships in Northern Italy.
- Provided operational and consultative support to CRM/Brand Managers.
- Conducted training sessions for dealership staff on lead management processes.

[01/2020 - 10/2021] CRM Performance Consultant [Assist Digital, Milan]

- Monitored performance for a CRM and Loyalty project for Stellantis brands in the EMEA region.
- Analyzed lead management processes to improve customer engagement and retention.

[05/2016 - 01/2020] Digital Strategist [Engagigo, Parma]

- Developed digital solutions to monetize traffic on Endu.net, a social media platform for outdoor sports.
- Managed email marketing campaigns to enhance user engagement.

[06/2012 - 04/2016] Digital Marketing Specialist [Perform Group (Now Dazn Group), Milan]

- Acquired new sports publishers for the ePlayer VOD platform.
- Managed the official YouTube "Serie A TIM" channel, increasing viewership and engagement.

[03/2011 - 05/2012] Event Manager Trainee [Autodromo Nazionale Monza]

- Served as an account executive for team-building activities, incentives, conferences, and safe driving courses.
- Supported event management during the World SBK Championship, F1 Grand Prix, and Monza Rally Show.

VOLUNTARY SPORTS ACTIVITIES

[12/2005 - 01/2022] Italian Football Referee Association (AIA - FIGC)

Football referee since the 2005-2006 season, assistant referee in Serie D (4th tier of Italian football) from the 2014/2015 season to the 2016/2017 season.

[05/2016 ->] UEFA Volunteer

Doping Control Chaperone during the UEFA Champions League 2016 Final in Milan, the European Under-21 Championship 2019 in Reggio Emilia and the Nations League 2021 Final in Milan.

EDUCATION

Postgraduate degree in International Business and Law (2016, Università degli Studi di Modena e Reggio Emilia) with a dissertation titled "New FIFA Regulations on Working with Intermediaries" and **MSc in Sport Management, Marketing & Sociology** (2012, Università degli Studi di Milano Bicocca) with a dissertation titled "Autodromo Nazionale Monza: A Sports Marketing Study."

LANGUAGE PROFICIENCY

English professional proficiency, Spanish upper intermediate proficiency.

AUTHORIZATHION

I authorize the processing of my personal data in accordance with EU Regulation 2016/679 (GDPR) for the purposes of recruitment and employment management.