

Giovanni Marotta

Business development manager

giovanni.marotta9@gmail.com

+48 453438130

Dynamic business economics graduate with a proven track record in business development roles. Demonstrated ability to manage projects generating over €10M in revenue, lead cross-functional teams of up to 15 members, and conduct market research impacting 1000+ users.

Core Skills

Sales lead prospecting,
Google analytics proficiency,
Pricing structure knowledge,
Portfolio development,
Data tracking and reporting,
Account management

Education

Università degli Studi di Bari

Sep 2020 - Jun 2022

Master's degree

Statistical, actuarial and Financial
Sciences

Università del Salento

Oct 2016 - May 2020

Bachelor's degree

Business Economics

Languages

Italian (C2)

English (C2)

Work Experience

Freelance Business Development & Sales Consultant

Self-Employed | Remote (Poland) Oct 2024 – Present

-Hotel Sales Manager: Acted as a sales manager for a boutique hotel, securing partnership agreements with European and Middle Eastern travel agencies

-Developed B2B sales channels for an Indian manpower firm, facilitating overseas placements of blue-collar workers across Europe

-Built strategic alliances for an IT outsourcing company, connecting with recruitment agencies needing payroll services and engineering talent placement

Business Development Representative

Sep 2017 - Sep 2024

Novum Genus Mercaturae | Chieti Italy

Reached out to new potential customers and organized client meetings, provided support for business and marketing software tools, identified and pursued new business opportunities, developed strategic partnerships, conducted market research and competitive analysis, managed a team of 5 business developers, increasing team productivity by 35%, coordinated travel arrangements and logistics for client visits

Volunteer Experience

Italian Union of the Blind and Partially Sighted People

Sep 2022 - Sep 2023