



Sergio De Feudis

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Sex: Male | Date of birth: 03/05/1985 | Nationality: Italian

I authorise the use of my personal data in compliance with Legislative Decree 196/03.

PROFESSIONAL SUMMARY

Marketing and business management professional with 8 years of experience across various marketing functions and industry segments. Versatile, innovative, with proven ability to combine vision, creativity and strong business acumen with management and leadership skills to support go-to-market campaigns, B2B and B2C marketing plans, product launches, advertising, branding and rebranding projects, product positioning, business growth and expansion. Ability to interact with executives at any level, manage multiple projects and work in fast-paced and diverse environments, independently or in a team. Fluent in **English, Italian and Spanish.**

CORE COMPETENCIES

- International Relations
- Project Management
- Branding, Rebranding
- Public Relations
- Advertising Campaigns
- Business Development
- B2B and B2C Marketing
- Event Planning, Management
- Team Building and Leadership
- Social Media Management
- Public Speaking, Presentation
- Strategic Business Planning

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION, CONCENTRATION IN MARKETING

Nova Southeastern University; Davie, Florida, USA

OCT 2008 – JAN 2011

BACHELORS OF COMMUNICATION IN PUBLIC RELATIONS AND ADVERTISING

Libera Università di Lingue e Comunicazione IULM; Milano, Italy

SEP 2004 – MAR 2008

PROFESSIONAL EXPERIENCE

F.C. INTERNAZIONALE MILANO ACADEMY; Miami, FL

JUN 2013 – JUL 2017

Marketing and Business Development Manager, Florida Academy

Recruited to kickstart and develop the the go-to-market strategy of the youth academy of the Italian professional soccer club F.C. Internazionale in Florida,, according with the objectives set by the Director of Inter Academy and the Director of Marketing of F.C. Internazionale. Performed preliminary market analysis, benchmarking, and marketing mix strategy, then negotiated contracts with local public entities to place the Academy in the city of Fort Lauderdale, and later also in the city of Doral. Developed a successful go-to-market strategy, Pr and communication plan. Planned and directed all marketing activities: branding, PR, online advertising, social media, sponsorships, event coordination and business development relationship with both public and private sector. Served as the primary point of contact for all external relations. Recruited, trained and lead a group of 15 team managers, 2 operations coordinators and 1 marketing coordinator.

Key Contributions:

- **A go-to-market strategy that with an investment of \$100.000 brought in revenues for \$700.000 in the first year.** The strategy centered on the presence of a former international soccer player as the face of the academy, while leveraging the renowned image of F.C. Internazionale, combined with the choice of focusing primarily on online advertising (which resulted in acquiring approximately 90% of the final customers) and having a strong social media presence, while also organizing several events across Broward County. The arrival of the Academy in the United States was featured on NBC and newspaper across South Florida.
- **American Airlines and Bacardi Foundation sponsorship** of the Academy and its exchange program called the *INTERnship*.
- **Built strong relationships with local public entities**, in several meetings with executives of the Miami-Dade County, Broward County, City of Miami, City of Doral and the Italian Ambassador and Deputy Ambassador to boost the image of the Academy in the local community. Presented at all meetings the Academy project and acted as point of contact for all official inquiries.
- **Expansion of the Academy to a second location** in Doral, Florida, which began operations in 2015. Developed a strategy similar to what was done in the go-to-market stage to attract new customers to the new location, which resulted in revenues of \$500.000.

CLASSPORT INC.; Fort Lauderdale, FL

JAN 2010 – MAY 2013

Marketing Manager

Hired to support the company's rebranding and repositioning effort, shifting from travel agency to study abroad services provider to universities. Directed all B2B and B2C marketing activities: branding, social media, PR and communication plan, advertising, event coordination, collateral creation, business relations with universities and vendors both nationally and internationally. Lead a group of 5 event coordinators in Europe and 1 marketing coordinator. Managed budgets from \$200.000 to \$2.000.000.

Key Contributions:

- **Developed the rebranding and repositioning strategy**, with the creation of a new logo and a marketing strategy centered on universities and their students.
- **Built a team of local event coordinators in the company's European, Central and South American destinations.**
- **Secured long term contracts with international vendors to expand the company's catalogue.** Within the first 2 years of the implementation of the new marketing strategy the company had developed a presence in Italy, Spain, France, Portugal, Germany, Austria, Ireland, Greece, England, Scotland, Belgium, Holland, and Switzerland in Europe, Belize in Central America and Argentina and Ecuador in South America.
- **Orchestrated the company's creation of a consortium between Universities** that would facilitate students finding their study-abroad destination. Signed contracts with University of West Georgia, Indiana State University, Central Michigan University, Saginaw Valley State University, Northern Michigan University, to form the Consortium of Undergraduate Programs Abroad (COUPA).

GEOSCAPE INTERNATIONAL; Miami, FL
Marketing and Events Coordinator

SEP 2009 – DEC 2009

Joined marketing team to contribute developing the company's yearly Multicultural Marketing Summit, an event that hosted 300 people, from marketing plan to on-site execution. Performed qualitative and quantitative statistical data analysis of previous events. Contributed to conference branding, sales activity, logistic, advertising, PR timeline and marketing collateral creation.

Key Contributions:

- **Renewed 7 sponsorship deals and closed 2 new deals** for a total of \$55,000 in revenue. Also reviewed and renewed media partnership contracts.
- **Coordinated several event operations:** welcome desk, relation with venue manager, meetings between sponsors and attendees, and social activities.

NOVA SOUTHEASTERN UNIVERSITY ATHLETICS; Davie, FL
Marketing and Events Coordinator

OCT 2008 – SEP 2009

Joined marketing team to support the Athletic Department plan to grow University's team sports support among students and local community through the implementation of events and promotions. Planned and coordinated engagement events during games. Managed relations with students associations. Created marketing collateral. Contributed to department development of new Athletics' website, social media page and communications.

Key Contribution:

- **Created and managed Facebook page** to promote all athletic teams and grow participation and involvement of students and at sporting events. In a time where social media was fairly new, the use of Facebook to inform students and local communities of upcoming events (and sponsored contests during the events) grew attendance at games by an average of 40%.

TECHNICAL SKILLS

- Graphic Design: Adobe Photoshop
- Basic HTML and Wordpress understanding
- Microsoft Office
- Facebook Advertising
- Social Media Management

PERSONAL STRENGTHS

- Ability to work both independently and in teams;
- Leadership skills and distribution of work to team members;
- Effective communication, presentation, persuasion, and interpersonal skills in all 3 languages spoken, at all levels;
- Result-oriented attitude: constantly pushing to get the best out of what I do;
- Ability of transforming data and market studies into meaningful actions;
- Adaptability to new environments and to relate with people of different cultures;
- Ability to manage multiple projects and work in fast-paced and diverse environments;
- Knowledge of the social media landscape and its importance for the company's image and growth.
- Creative mind, always thinking out of the box to find ways to create new and unexpected business opportunities;
- Strong understanding of marketing processes and how to effectively plan and execute high performing strategies to maximize ROI.
- Knowledge of European, USA and LATAM markets.

PERSONAL GROWTH

- Between May 2016 and October 2016 I travelled to Argentina to participate in the evaluation process of F.C. Internazionale for the opening of a soccer academy in the country (which subsequently opened in the city of Cordoba), an experience that also helped me improve my Spanish and learn business dynamics in a Latin American country. Also spent time shadowing at the Confederacion Argentina de la Mediana Empresa (CAME) (Argentinian Confederation of Medium-sized Businesses), where I also provided my expertise in few occasions.