

CARLOTTA ROBOTTI

Passionate and result-oriented manager, in love with challenging adventures and enthusiastic about teamwork. **More than fifteen years of experience** in sports marketing and sponsorships, events and retail gave me the possibility to become a plus both for sponsors and sponsees.

SPECIALTIES: Sports marketing, events, retail, pr & brand communications.

WORK EXPERIENCE

September 2019 – Today

ACF FIORENTINA SPA

Head of Marketing and Licensing

- Technical sponsorship management (from agreement deal to seasonal strategy)
- New brand identity study, definition and implementation (still in progress)
- Institutional events and matchday collateral events management
- InViola loyalty program strategy definition and management
- Fan engagement and fan relationship activations and management
- Customer care helpdesk management
- E-Sports team creation and management
- Game kit collections definition and launch campaigns activation
- Budget management
- Media plan for marketing activations
- Marketing plan
- Direct and Franchising retail management

January 2014 – August 2019

HELLAS VERONA FOOTBALL CLUB

Head of Marketing and Licensing

Since my arrival in 2014, I have been asked to create a brand new marketing area. This was including all brand-related activities, sponsorships and the retail side, previously managed by an external company. With the team I manage we achieved a lot of successful results and created several new income opportunities for the club:

- Creation of new assets to be sold as sponsorship rights aimed to increase packages value and perception
- Introduction of a monitoring system to analyze and improve sponsor brands visibility and value
- Introduction of B2B and Partner events to give an added value to partners' business
- Celebration parties and institutional events organization
- Sponsorship relations management
- Budget management
- Media plan
- Marketing plan
- Definition of a new brand identity
- Brand awareness and consideration increase
- Organization of the first Match analysis class directly promoted by a Club
- Retail revenues increase 20% + online store development and 2 new stores opening
- Margins increase: by creating a licensing program, we could increase margins and reduce purchase costs

- Store traffic increased 10% per year, thanks to marketing initiatives, players involvement and fans engagement
- Conversion rate of offline stores increased from 13% to 20%
- Special collections dedicated to iconic moments of Club's history (100% sold)
- Instagram and Facebook channels uniquely focused on merchandising contents

June 2010 – December 2013

JUVENTUS FOOTBALL CLUB

Senior partnership account

I began as a Junior Partnership account after my previous experience as a sponsorship and events manager, where I could learn how a sponsorship worked and what the company needed to improve its benefits and perception of the investment done. I left, almost 4 years later, as a Senior Account. I used to be the only spokesperson with all the sponsors who were part of my customer portfolio and I was the internal reference as well, for any sponsor-related activity.

My main customers along my whole stay have been: Nike, Hanwha Solar One, Sky, Mediaset Premium, Pokerstars, Sony, Samsung, Technogym, Telecom, Alitalia, Bwin.

During the years, I could accomplish various tasks with the Club and my customers, such as:

- Activation and monitoring of all sponsorship rights along the season (ticketing, digital, ATL/BTL campaigns, photo and video shootings, TV and offline visibility, events, product placement, players appearances to events or product launches)
- Match day (home and away) reference for sponsor-involving activities.
- Visibility studies to maximize brand awareness and sponsorship incomes
- B2B actions and events to increase synergies between Partners
- Sponsorship Agreements renewal NEGOTIATION
- Special Initiatives focused on single companies' strategy
- Budget management
- Sponsor events organization
- New stadium visibility opportunities study
- New stadium opening ceremony

We successfully introduced the "less is more" concept; reducing the number of investing companies, increasing the revenues. We could reach this target through a deep analysis of assets and their visibility, studying a way to maximize any kind of media exposure in the new Stadium (opening 8.9.11)

April 2006 – June 2010

CNH – CASE NEW HOLLAND (FIAT GROUP)

Events and sponsorship manager / EU Shows project manager

I began my experience with a maternity leave substitution, and then became a full time member of the Brand Communications Team. The above-mentioned office was responsible for brand communications coordination of all European markets, giving guidelines and strategies to be followed by single Regions.

My work used to be splitted into 3 main areas:

- Events: I was the person in charge for events organization (product launches, press conferences, dealer meetings).
- Sponsorship: I used to manage the Juventus sponsorship agreement, trying to exploit all benefits in the best possible way (incentive trips, internal competitions, rewards...)
- Shows: from the first project to the official opening of the trade show, I worked side-by-side with architects, agencies and the reference market to merge local needs and HQ inputs.

Due to the sponsorship experience, I have been asked from Juventus to move there and try "the other side of partnerships"

January 2006 – March 2006

TORINO 2006 – WINTER OLYMPICSKODAK VIP Accommodation

As a member of the Kodak hospitality team, I could work in a multicultural group (2 US, 2 Italians, 1 Venezuela) for almost 2 months. We were in charge of leading groups of American guests attending the event for an average of 3 days. We met a lot of guests, went to all competitions with them and could be with there for tourism activities as well.

February 2005 – January 2006

FIAT GROUP SPAPublic Relations & Events

- Dealers and Press Product launches organization.
- Site inspections and locations selection, test drive and road map set-up, suppliers and staff coordinator, on site project leader.

2000-2003

LUIGI LAVAZZA SPAExternal relations and events

- Occasional support for events logistics and back office

HOSTESS AND TOUR LEADER

Hostess and or tour leader for several events, shows organized by different companies:
FIAT GROUP, MC LAREN, MERCEDES, MAYBACH, WORLD POLITICAL FORUM, LAVAZZA, UNICREDIT PRIVATE BANKING, CHRISTIE'S, PUBLIKOMPASS

EDUCATION AND TRAINING

2001-2005

LAW UNIVERSITY OF TURIN

PERSONAL SKILLS

ITALIAN	Mother Tongue
ENGLISH	Proficient
FRENCH	Advanced
GERMAN	Fluent
SPANISH	Basic

OTHER PERSONAL AND PROFESSIONAL SKILLS

- Excellent communication skills gained through my experience as partnership account and previous experiences
- Very good attitude to manage high stress situations acquired during my experiences in events and shows
- Team work oriented (all my past experiences had The Team as a milestone for good results)
- Passionate approach to my job and my life in general
- Problem solving attitude
- Easily build solid and lasting human relations
- Enthusiastic approach to new challenges both on personal and professional side
- Strong organizational attitude

References available upon request