



PIETRO MONTORFANO

SENIOR ACCOUNT EXECUTIVE AND PROJECT MANAGER

📅 September 2, 1993
Como - Italy

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EDUCATION

Master's Degree in Business Communication

Università Cattolica del Sacro Cuore
110/110 cum laude
Milan, 2018

Bachelor's degree in Media Languages

Università Cattolica del Sacro Cuore
106/110
Milan, 2015

Scientific high school graduation

Liceo Scientifico Paolo Giovio
87/100
Como, 2012

SKILLS

- Team and client management
- Problem solving
- Digital strategy
- Social media
- Digital PR
- Shooting

LANGUAGES

- ITALIAN - mother tongue
- ENGLISH - professional
- SPANISH - professional

ABOUT ME

Senior account executive and project manager leading two teams responsible for **AC Milan and Prime Video Sport IT** social and digital communication.

Creative soul with an organized mind, enthusiastic team player and challenge seeker used to work under pressure.

Communication and sports are my greatest passions, with a particular focus on social media and football. I love to observe, study and understand the dynamics by which sports communication evolves in the digital ecosystem.

I have always been involved in sports communication, working and collaborating with companies such as AC Milan, adidas and Mediaset - before experiencing the agency world and joining Hello. Moreover, I'm a former football player and semi-pro futsal player: at the moment I just enjoy skiing and playing padel.

WORK EXPERIENCE

Senior account executive and project manager 2019 - Hello, Plus Company Group | Milan

Client relationship and team management, keeping an active position in the strategic and creative process. My task is to maintain a consultative role with the client, cooperate with different departments and lead the team to the achievement of set goals.

Brand ambassador 2016 - 2019 adidas | Milan

Creation of a team and selection of members that could reflect and spread the company's values, also participating in events, shootings and commercials.

PR executive 2018 - 2019 Mi Games | Milan

Relationship management with 40 city managers who helped us carry out on and offline communication for Italy's biggest multi-sport tour,

Organizational area assistant 2016 - 2017 AC Milan | Milan

Management of website, database, team away games, training pitches and athlete registrations for Milan Youth.

Production assistant 2014 Mediaset | Milan

Support for Sport Mediaset sports news, working both alongside professional journalists and production team.