



FEDERICO DAMIANI

MARKETING, BRANDING AND DIGITAL

IN A NUTSHELL

Business and marketing academic background with international experiences in Copenhagen and New York, I built up my career between marketing/branding management and digital development as a product owner.

Successfully launched a strong brand in the cycling industry and its first digital platform. Currently working on the re-branding and marketing of Italian apparel brand Sportful.

Long distance cyclist, outdoor enthusiast and adventure seeker, I spend most of my free time exploring the World on my bike. Love writing and taking pictures, mostly during my bike journeys, to share them on personal assets and cycling print magazines as a contributor.

LANGUAGE

ITALIAN - "MOTHER TONGUE"

ENGLISH - FULL PROFICIENCY

FRENCH - BASIC

DIGITAL TOOLS

MSOFTSUITE	SLACK
WORDPRESS	JIRA
MAILCHIMP	TRELLO
FB ADS	SPSS
PHOTOSHOP	LIGHTROOM
GA ANALYTICS	CAMERA RAW

INTERESTS

CYCLING	BIKEPACKING
TECH	PHOTOGRAPHY
HIKING	WRITING
ARCHITECTURE	BBQ

📍 MILAN / FELTRE | ITALY

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PRODUCT & BRAND MARKETING MANAGER
2019 - PRESENT

MARKETING MANAGER - ITALY
2018 - AUG 2019

MARKETING MANAGER
2016 - JUL 2018

PRODUCT OWNER
2016 - MAY 2018

SPORTFUL

Building on great heritage assets, I'm working with the Team on the rebranding of Sportful. Our job included fixing a new vision, mission, values and attributes and start delivering those through all the touch points, including products as main asset.

SPORTFUL & CASTELLI CYCLO

Delivering the global marketing strategy in the country by defining the Italian marketing plan and budget and managing the whole marketing mix for Sportful and Castelli brands. Directly reporting to the Country Manager.

PIRELLI - BICYCLE BUSINESS I

Positioning and launching the Pirelli brand into the bicycle business with a new road racing tyre product range. Starting as only employee in the marketing dept one year before the launch, the team included three staff members at go live and continued to grow afterwards.

PIRELLI - BICYCLE BUSINESS II

Managing an external agile development team to build the first Pirelli digital B2C platform and constantly improve it after the go-live, defining requirements, user stories and prioritizing backlog.

WHAT I'VE BEEN STUDYING

COGNITIVE STRATEGIC MARKET
CREATION
114-2016

MARKETING MANAGEMENT
113-2015

BSC "BUSINESS" ADMINISTRATION
110-2013

COPENHAGEN BUSINESS SCHOOL

Double degree program

UNIVERSITA' COMMERCIALE LIBERA

Final grade: 110 cum laude / 110

Thesis > Sponsorship: a study of its application and effects in professional cycling

UNIVERSITA' COMMERCIALE LIBERA

Final grade: 106/110

OTHER PROJECTS

CONTRIBUTOR
2018 - PRESENT

WRITING, COMMUNICATION
/ CYCLING PERSONAL PROJECT
2019 - FEB 2020

WRITING, COMMUNICATION
/ CYCLING PERSONAL PROJECT
2018 - SEP 2018

ALVETO CYCLING MAGAZINE

RAS EL HANOU

Project to participate to Atlas Mountain Race (1150km unsupported race). Pair competition winner

98DOUBT

Cycling and communication project to celebrate Marco Pantani, creating content from January to September 2018 and culminating with an Everesting

VOLUNTEERING

MUNICIPAL COUNCILLOR

12 - FEB 2017

LEGNANO

Run for elections with a civic party, coordinating the branding and campaign. Elected and worked in the Council for two years.