



GIANNA ZIEGLER

SPORTS & TOURISM MARKETING

| EXPERIENCE & OPERATIONS

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PROFESSIONAL SUMMARY

Experienced marketer in sports and tourism for a global audience. Known for being dependable, adaptable, and effective in fast-moving, cross-cultural settings, with the ability to support both creative initiatives and day-to-day operations.

ACADEMIC BACKGROUND

<i>Master of Arts 2025 - 2026 (In Progress)</i>	<i>Bachelor of Science 2021-2023</i>
GBSB GLOBAL BUSINESS SCHOOL OF BARCELONA	THE AMERICAN UNIVERSITY OF ROME
Communication and Future Marketing	Major in Travel and Tourism Management Minor in Marketing with a broad Digital Design Experience

CERTIFICATIONS

<i>Yonsei University & Coursera- August 2025</i>	INTERNATIONAL ENTERTAINMENT & SPORTS MARKETING
<i>Northwestern University & Coursera- August 2025</i>	SPORTS MARKETING

EXPERIENCE

SPORT BUSINESS PROGRAM SERVICE COORDINATOR *Living Sport (U.S.A.) - 2026*

- Support planning/execution of program across pre-event preparation, on-site delivery, and post-program follow-up.
- Manage full participant experience: onboarding, communication, documentation, orientations, and ongoing support.
- Central contact for participants, partners, and vendors, ensuring questions and issues are handled promptly.
- Provide on-site oversight during program, solving issues and stepping in wherever additional support is required.

SPORTS MARKETING *Lazio Marines American Football (Rome, Italy) - 2023 - 2024*

- Assisted recruiting and community marketing efforts.
- Designed digital and print assets for social media and outreach campaigns.
- Supported game day and training operations.

TOURISM COORDINATOR *City Lights Tours SRL (Rome, Italy) - 2023 - 2024*

- Developed tailored travel programs for international audiences and managed B2B/B2C relationships.
- Supported outreach and partnership initiatives to expand business opportunities.
- Created promotional and informational content across written and visual formats.

TOUR GUIDE *The Roman Food Tour (Rome, Italy) - 2023 - 2024*

TOUR GUIDE AND TOUR CHEF *Carpe Diem Tours (Barcelona, Spain and Rome, Italy) - 2025*

WEDDING PLANNER (INTERNSHIP) *The Tuscan Wedding Planner (Florence, Italy) - 2022*

- Coordinated event details and contributed to digital marketing and social presence.

GRAPHIC DESIGNER *Women World Wide (New Jersey, U.S.A.) - 2019 - 2020*

SKILLS

Marketing & Digital: Graphic Design, Event Coordination, Tourism Promotion, Storytelling
Communication & Service: Outreach Programs, B2B/B2C Engagement, Interpersonal Skills, Personable Approach
Creative & Design: Canva, Adobe Suite, Website Design, Social Media Content Creation
Languages: English (C2), Italian (B2), Spanish (B1)