

Andrea Rossi

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✉ <https://andrearossi.co.uk/> ⚡ London, United Kingdom

SUMMARY

Expert in engagement within sporting contexts and developer of a social value measurement framework, built through several years of research and project work.

Reliable and collaborative, with a creative mindset and the ability to work confidently across various software and platforms.

WORK EXPERIENCE

Researcher Associate

Think Fan Engagement

⌚ 07/2025 - Present

- Contributing to the Fan Engagement Index
- Designing and delivering research projects and workshops
- Generating new insights into fan engagement
- Identifying and analysing supporter behaviour trends
- Monitoring policy developments in football & sports governance

Consultant - 'AFC Sudbury For Our Community' Social Value Project

AFC Sudbury

⌚ 02/2024 - 04/2025

- Community impact assessment & Benchmarking
- Data analysis & SWOT
- Enhancing brand awareness, partnerships, and funding opportunities
- Research development & KPI design
- Stakeholder engagement
- Strategic recommendations & Report writing

Office Administrator

Società Elettrica Sopracenerina SA

⌚ 07/2016 - 06/2017 ⚡ Switzerland

- Client-facing communication
- CRM
- Documentation & Administrative support
- Precision & Sensitive data management
- Time management & Compliance with procedures

EDUCATION AND TRAINING

Master of Arts in International Communication, Liaison and Advocacy

University of Westminster

⌚ 09/2024 - 09/2025

Master of Science in Business Administration with Major in Innovation Management

University of Applied Sciences and Arts of Southern Switzerland

⌚ 09/2021 - 10/2023

Bachelor of Science in Business Administration with Major in Accounting & Controlling

University of Applied Sciences and Arts of Southern Switzerland

⌚ 09/2017 - 09/2021

SKILLS

Accounting

Adaptability & Organisational Skills

Applied Research ⚡ Business Planning

Data Management & Analysis

Digital & AI Literacy

Networking & Relationship

Office Administration ⚡ Presentation Delivery

Project Management ⚡ Willingness to Learn

PUBLICATIONS

The stadium as a social gathering space for the local community.
Analysis of London's East End and the 2012 Olympics

Master dissertation

⌚ 09/2023

Changing stadiums in the digital era:
A case study of football clubs in Greater London

Bachelor dissertation

⌚ 09/2021 ⚡ <https://tesi.supsi.ch/4055/>

LANGUAGES

English ⚡ Full professional proficiency

Italian ⚡ Native

CERTIFICATION - FA NUMBER 67287236

Play Phase

The Football Association - February 2025

The Greater Game

The Football Association - February 2025

Safeguarding Children Course

The Football Association - April 2024

The FA Playmaker

The Football Association - July 2021

The FA Level 1 Introduction to Talent Identification

The Football Association - February 2021