



# JEAN FREDERIK SAGNA

ASSISTANT INNOVATION DIGITAL

## EXPERIENCE

### EMPORIAS MANAGEMENT CONSULTING JUNIOR CONSULTANT

MUNICH, GERMANY

NOV, 2022 – OCT, 2023

- Enhanced our in-house emission calculator by collaborating with teams, leading research, and design of AI-driven features for sustainability.
- Guided Germany's leading banking Germany's top banks in adopting sustainable models, leading workshops, and evaluating progress towards sustainability goals

### NIKE

BERLIN, GERMANY

#### CONSUMER DIRECT MARKETING INTERN

MAR, 2021 – AUG, 2021

- Managed digital projects across Nike platforms (Nike.com, @nikeberlin, Nike Apps), overseeing project execution and stakeholder communication to align brand messaging, leading to successful implementation and enhanced brand presence
- Strategically planned and executed various events in collaboration with the Central Europe Retail Marketing team, emphasizing member benefits and integrating digital and physical experiences to deliver seamless consumer journeys.
- Developed and implemented a partnership positioning strategy for Nike Berlin to maintain brand authenticity by collaborating with the City Lead

### NIKE

BERLIN, GERMANY

#### DIGITAL DIRECT MARKETING INTERN

SEP, 2020 – FEB, 2021

- Ensured real-time adjustment of goals and plans by creating comprehensive weekly and monthly reports for Nike Membership and social media, defining KPIs and analyzing data, facilitating more responsive and effective campaign modifications
- Supported the Digital Direct team in planning, production and execution of digital marketing campaigns and the Nike Membership strategy for Nike-owned channels
- Contributed to the SNKRS App's positioning and piloted livestream content with Apple Music, boosting engagement and influence in the sneaker community
- Voluntarily joined Nike's Equality Catalyst Team, taking the initiative to design and analyze a diversity pulse-check survey, which was distributed to all employees in 9 countries, yielding valuable insights for the company's diversity initiatives

### TRADE REPUBLIC GROWTH INTERN

BERLIN, GERMANY

MAY, 2020 – AUG, 2020

- Contributed to the internationalization of a hyper-growth start-up by analyzing and designing market studies targeting 70k+ customers, contributing to strategic insights that guided the company's scaling
- Monitored and analyzed 25+ competitors to maintain the FinTech's competitive edge, formulating actionable recommendations that helped preserve the bank's market leadership

## EDUCATION

### BOCCONI UNIVERSITY (& NOVA SBE)

MILAN, ITALY

#### CEMS MASTER IN INTERNATIONAL MANAGEMENT (M.SC.)

FEB, 2023 – DEC 2023

- Focus: managing luxury & fashion companies, innovative retail design  
GPA: A- (28/30)
- Thesis: launch of an alternative e-commerce competitive model with EssilorLuxottica

### NOVA SCHOOL OF BUSINESS AND ECONOMICS

LISBON, PORTUGAL

#### INTERNATIONAL MASTER'S IN MANAGEMENT – MARKETING (M.SC.)

SEP, 2021 – JUNE, 2022

- Focus: brand management, international marketing strategy  
GPA: A (18/20)
- Thesis: investigating consumer trends in the European premium & luxury industry

### UNIVERSITY OF AUGSBURG

AUGSBURG, GERMANY

#### GLOBAL BUSINESS MANAGEMENT (B.SC.)

OCT, 2016 – APR, 2020

- Focus: intercultural management, global business ethics, international strategy  
GPA: B+ (1.8/1.0)

### UNIVERSITY OF GUADALAJARA

GUADALAJARA, MEXICO

#### INTERNATIONAL BUSINESS (EXCHANGE)

AUG, 2018 – DEC 2018

- Focus: consumer behavior, digital marketing, video editing  
GPA: A (95/100)

## EXTRACURRICULARS

- NOVA Fellowship for Excellence (merit-based scholarship)
- Creative consultant and special projects support for an independent music label
- Head of Social Events at CEMS Club Lisbon (organizing 30+ events)

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## 2 MASTERS

CEMS MIM  
International Mgmt & Marketing

## 4 LANGUAGES

German (Native)  
English (Fluent)  
French (Advanced)  
Spanish (Intermediate)

## 5 COUNTRIES

Germany  
United States  
Mexico  
Portugal  
Italy

## TECH-SAVVY

Proficient in Microsoft Office Suite,  
Apple iWork & Google Workspace  
Experienced in Asana & Trello  
Intermediate with Adobe's Creative Suite

## CURIOUS

Versatile & adaptable  
Collaborative teamplayer  
Strategic creative thinker  
public speaker

## PASSIONATE

Finding vintage luxury steals  
Exploring cities on my running routes  
Discussing new music releases  
Playing basketball with strangers