

Federico Monaco

Target roles: Growth and Business Development

Milan, Italy | federicomonaco56@gmail.com

linkedin.com/in/federicomonaco-it | federicomonaco.com

SUMMARY

Experience in online resale, retail and customer research, including 600+ marketplace transactions and over EUR 200,000 in GMV. Conducted 300+ interviews for RUSH to refine its value proposition. Communication, Media and Advertising graduate targeting junior growth and business development roles.

RELEVANT EXPERIENCE

Independent E-commerce | Sneakers and Collectibles Reseller 2019 - 2024

- Completed **600+** transactions, totalling over **EUR 200,000** in gross merchandise value (GMV).
- Sourced sneakers and collectibles and set prices; managed inventory and logistics throughout the sales process.

RUSH | Founder 2025 - 2026

- Conducted **300+** interviews with artists and potential users, combining quantitative and qualitative research to refine the value proposition for a music discovery concept.
- Attracted **250+** waitlist sign-ups during initial validation; interview feedback informed AI and no-code product flow prototypes.
- Project selected for the ESCP Blue Factory startup programme in 2026.

CY-RY Sneaker Store | Sales Assistant 2022 - 2024

- Assisted retail customers and supported product sourcing and supplier communication.

Checkouters | Community Support and Operations 2020 - 2023

- Supported a **500+** member community through purchasing assistance, moderation and member support.

EDUCATION

IULM University, Milan | Bachelor's Degree 2023 - 2026

Communication, Media and Advertising. Graduated in 2026.

PROJECTS

Advertising web app: Built a web app for creating carousels and visual directions across different projects.

Personal AI assistant / Second Brain: Created an assistant for follow-ups and routine tracking.

CERTIFICATIONS AND COURSES

Technology Entrepreneurship: Lab to Market | Harvard Online, edX verified certificate Sep 2026

Email Marketing Certified | HubSpot Academy Aug 2026

MVP Validation | Learnnn Sep 2025

SKILLS AND TOOLS

Skills: Pricing, marketplace operations, customer research, market validation and customer service.

Tools: Excel, HubSpot CRM, Canva, Zernio.

Languages: Italian (native); English (C1, IELTS 7.5).

VOLUNTEERING

Movimento per la Vita / Sermig: Practical support for people in vulnerable situations. Salesian initiatives: Youth activities and summer camp supervision.