

JOYS ROSSI

Founder presso Bookdia Labs

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ESPERIENZA LAVORATIVA

Founder

Bookdia Labs

09/2024 - In corso Roma

Founder of Bookdia Labs, where creativity meets technology to design campaigns and brand experiences that break the usual rules.

Head of Corporate Sales & Business Partner

Beverly Sport

01/2018 - 06/2025 London, United Kingdom

I work with corporate clients and global brands,

- Responsible for B2B sales of premium sports hospitality packages for major international events such as Formula 1, Champions League, Wimbledon, and MotoGP.
- Developing tailored experiences for networking, incentives, and brand engagement through sports.

International Trade & Buyer Relations Consultant

Sigep - ITALIAN EXHIBITION GROUP

09/2024 - 03/2025

- Conducted international buyer scouting for a premium Food & Beverage trade fair, identifying and engaging F&B Managers from leading 5-star hotel chains across the UAE, UK, France, and the USA.
- Focused on B2B relationship building, market research, and business development in the luxury hospitality and gourmet food sectors.

Founder

Globaly

02/2022 - 05/2024 Roma, Italy

Founded and grew Globaly, a marketing and communication agency from scratch—led strategy, campaigns, and clients at its peak... until it was taken from me. Maybe I was just too creative for them.

Content Creator & YouTuber Relations Manager

ROMICS - International Comics, Animation, Movies and Games Festival

09/2021 - 10/2021 Roma, Italy

- Managed the YouTuber and content creator program overseeing collaborations, partnerships, and digital initiatives.
- Responsible for influencer relations, online communication strategy, and content coordination, enhancing the event's digital presence and audience engagement.

Retail Business Owner

Beverly Shop

03/2019 - 08/2019 Marche, Italia

- Founded and developed a home & lifestyle brand
- Managed the entire business process — from concept creation and store launch to franchise expansion
- Oversaw business development
- Supplier management
- Retail strategy
- Brand positioning within the home products sector

LINGUE

Italiano

Madrelingua



Inglese

Avanzato



Francese

Intermedio



Spagnolo

Avanzato



FORMAZIONE / CORSI

Advanced Digital Media Strategy

Bilancio

Brand Management

Diritto Commerciale

Diritto Privato

Diritto Pubblico

Diritto del Lavoro

Economia Aziendale

Economia Internazionale

Economia degli Intermediari Finanziari

Economia e Gestione delle Imprese

Gestione e Sviluppo

Gestione e Sviluppo delle Risorse Umane

Informatica

Laboratorio di Analisi Urbana e Regionale

Lingua Inglese

Macroeconomia

Marketing Comportamento del Consumatore

Matematica Generale

Microeconomia

Organizzazione Aziendale

Politica Economica

Scienze delle Finanze

Statistica

Statistica per l'Economia

Storia Economica

FORMAZIONE

Master Universitario MU1 in Scienze dell'Economia e della Gestione Aziendale, Economic and law, Economic and law

[Université Paris Cité](#)

📅 01/2023 - 12/2023

Laurea Magistrale LM in Scienze dell'Economia e della Gestione Aziendale, Marketing, Marketing

[Università degli studi Roma TRE](#)

📅 01/2021 - 12/2023

Laurea triennale in Scienze dell'Economia e della Gestione Aziendale, Economia aziendale/manageriale, Business/Managerial Economics

[Università degli studi Roma TRE](#)

📅 01/2018 - 12/2021

Diploma di maturità, Liceo classico, Liceo classico

[Convitto Nazionale "Vittorio Emanuele II"](#)

📅 01/2013 - 12/2018

Diploma scuola secondaria di 1° grado

[Collegio S. Giuseppe - Istituto de Merode](#)

📅 01/2010 - 12/2013

FORMAZIONE / CORSI

Strategic Marketing

PUBBLICAZIONI

Project In collaboration with the Reter and Mapparoma associations concerning the census of cultural activities present in the territory of the municipality of Rome

As part of the university examination of the urban and regional analysis laboratory, I carried out a group work which consisted in mapping the cultural activities of Rome and in observing their distribution in relation to particular economic, social and urban planning factors. My group carried out this project in collaboration with the Reter association and made its research work available to it. Our project was also selected among the best in the course and published on the Mapparoma website.

Autori / Co-autori

📅 05/2021

<https://www.mapparoma.info/risorse/le-attivita-culturali-a-roma-un-confronto-tra-lofferta-istituzionale-e-quella-delle-associazioni/>

Descrizione della pubblicazione