

Leonardo Borzaga

New York City, NY 10003
+1 (660) 631-3220 · +39 338 541 5368
leonardoborzaga@gmail.com
linkedin.com/in/leonardoborzaga

30M+

Views on single organic video

250+

Consecutive days documented daily

3+

Years managing marketing for Golf Courses

EXPERIENCE

Dolomiti Golf Club · Sarnonico, Italy — Remote / Seasonal On-Site

Jan 2026 — Present

Head of Operations & Marketing

- Expanded role to include full operational management. Overseeing strategy, office management, pro-shop procurement, and commercial output.
- Built shared systems and workflows (client management, tournament logistics, promotions), enabling staff to operate autonomously.
- Manage the club remotely year-round with seasonal on-site presence (May–August); primary point of contact for all escalations across the full season (March–November).
- Lead all marketing and commercial activity: digital advertising, social media, brand partnerships, hotel agreements, and local sponsorships.
- Produce all visual and promotional assets: social media content, brochures, website, magazine ads, and on-site signage.

Dolomiti Golf Club · Sarnonico, Italy — Remote / Seasonal On-Site

Jan 2023 — Dec 2025

Head of Marketing

- Built and managed the club's full marketing presence from the ground up across social media, digital advertising, and print.
- Introduced new hotel partners and secured sponsorships with local brands, directly expanding commercial revenue streams.
- Represented the club at industry events and conventions to strengthen regional brand positioning.
- Scripted, directed, recorded, and edited short-form video content for Instagram, Facebook, LinkedIn, and TikTok.
- Designed all promotional materials: social media content, magazine ads, brochures, website content, and on-site signage.

@_Borzi_ — Instagram / TikTok · Independent

Nov 2025 — Present

Content Creator — Running & Lifestyle

- Generated 29M+ views on a single organic video, establishing a high-reach presence in the running and lifestyle space.
- Collaborated with brands, including On Running, on partnered content.
- Documenting a 162+ consecutive day running streak with one short-form video per day, building an audience around endurance, consistency, and personal storytelling.
- Training for the 2026 TCS New York City Marathon as an ongoing content narrative arc.

Borzi — Marketing Consulting · Freelance, Remote

Jan 2025 — Present

Marketing Consultant & Content Strategist

- Consulting for Italian golf clubs and sports organizations; primary client is Trentino Golf, the regional consortium representing all golf clubs in Trentino.
- Developed full brand identity, website, and content strategy for each client from the ground up.
- Create and manage ongoing content production and digital advertising campaigns tailored to seasonal sports businesses.
- Building "Borzi" as an integrated marketing brand and future agency platform focused on the Italian golf industry. Portfolio at borzi.com.

Missouri Valley College — School of Business and Tech. · Internship, On-Site

Aug 2024 — Dec 2024

Marketing Intern – Social Media & Events

- Developed and executed the social media strategy for the School of Business and Technology, managing posts, reels, and stories across platforms.
- Built the brand identity for the School of Business and Technology, defining visual language and tone of voice across all channels.
- Collaborated with faculty and staff to maintain consistent brand messaging across all digital channels.

EDUCATION

2025–2027

M.S. Integrated Marketing
New York University

2021–2025

B.S. Marketing & Business Administration
Missouri Valley College
GPA 4.00 — Summa Cum Laude

TOOLS AND PLATFORMS

- Adobe Photoshop
- Adobe Premiere
- Meta Ads
- Meta Business Suite
- Google Ads
- Canva
- CapCut
- Notion
- Claude
- ChatGPT
- Google Gemini
- Midjourney
- Runway

LANGUAGES

Italian

Native Speaker

English

Professional

German

A2 Level

ACTIVITIES

Business Association

Missouri Valley College
Co-Founder & Board Member · 2024–25

Men's Golf Team

Missouri Valley College
Scholar-Athlete · 2021–25

Gruppo Giovani Cavareno

Youth Non-Profit · Italy
Member · 2021–present

INTERESTS

Golf · Running · Travel · Tech