MARKETING · SOCIAL MEDIA MANAGEMENT · GOLF INDUSTRY

Leonardo Borzaga

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

4.5+	300+	30M+
Years in Golf Marketing	*Days content streak*	*Views on a single organic video*

EXPERIENCE

Head of Operations & Marketing
Jan 2026 — Present

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

—Promoted from Head of Marketing, taking on full responsibility for business strategy, office management, pro-shop procurement, and commercial output alongside existing marketing duties.
—Built the club's operational infrastructure, including daily reporting, pro-shop inventory systems, and standardized office procedures, enabling the club to run independently outside the on-site season (May–Aug).
—Lead all marketing and commercial activity: digital campaigns, social media, sponsorships, and partnerships with local businesses and tourism networks.

Head of Marketing
Jan 2023 — Dec 2025

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

—Led overall marketing strategy for the club, positioning it as a premier golf destination in Trentino.
—Secured new hotel partnerships, local sponsorships, and influencer collaborations, while managing print advertising to open new commercial and revenue streams.
—Represented the club at industry events and conventions, strengthening its position within the regional golf market.

Social Media Manager
Mar 2022 — Dec 2025

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

—Built the club's entire social media presence from the ground up, spanning content, digital advertising, and visual branding, rebuilding an existing but limited and inconsistent digital presence into a structured, professional brand.
—Directed, shot, and edited all content in-house, from short-form reels and photo campaigns to stories and drone footage capturing the course and grounds, publishing on a consistent weekly schedule.
—Planned and executed the club's digital marketing strategy and paid ad campaigns, keeping every piece of content aligned with a consistent visual identity and brand voice.

Content Creator — Running & Lifestyle
Nov 2025 — Present

@_Borzi_ — Instagram / TikTok · Independent

—Generated 30M+ organic views on a single video, reaching far beyond the account's existing following.
—Collaborated with brands, including On Running, on partnered content.
—Produced a 300+ consecutive-day content streak documenting training for the 2026 TCS New York City Marathon, growing an engaged audience around endurance and consistency.

Marketing Consultant & Social Media Manager
Jan 2025 — Present

Borzi Agency — Marketing Consulting · Freelance, Remote

—Consult for Italian golf clubs and sports organizations; primary client is Trentino Golf, the regional consortium representing all Trentino golf clubs.
—Developed full brand identity, website, and content strategy for each client from the ground up, also managing day-to-day social media accounts.
—Planned and managed content production and paid digital campaigns tailored to seasonal sports businesses.
—Building Borzi Agency as an integrated marketing brand and future agency platform focused on the Italian golf industry.

Marketing Intern – Social Media & Events
Aug 2024 — Dec 2024

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

—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.

EDUCATION

2025–2026

M.S. Integrated Marketing - Brand Management
New York University
3-year STEM OPT work authorization

2021–2025

B.S. Marketing & Business Administration
Missouri Valley University
GPA 4.00 — Summa Cum Laude
Presidential Scholar

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

ACTIVITES

Business Association
Missouri Valley University
Co-Founder & Board Member · 2024–25

Men's Golf Team
Missouri Valley University
Player on Scholarship · 2021–25

Alpha Chi Honor Society
Honor Society
Member · 2023–present

INTERESTS

Golf · Running · Travel · Tech