

Leonardo Palanca



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[LinkedIn](#)

[Portfolio](#)

WORK EXPERIENCE

BIRTH DATE
16/05/2001

President & Founder
@ **RadiCe APS** Oct. 2023 - Ongoing
Associazione RadiCe
Non-profit organization promoting education, culture, and community development in underserved areas.

- Led the design and scaling of **after-school and tutoring programs**
 - Designed a scalable management APP for both tutors and students.
 - helped 50+ students and created job opportunities for 15 local students (19-25).
 - Recovered and transformed **public spaces into inclusive learning hubs**.
- Organized a **music festival and cultural event** in a local medieval castle,
 - In charge of budgeting, marketing, team management, artistic direction.

Business Developer
@ **Domus** (family business) Sep. 2025 - Ongoing
Domus Pellicceria
Crafting high-end, bespoke fur apparel with 50 years of heritage.

- Spearheaded **digital transformation**
 - Automated operations transitioning to modern **SQL** and **ERP** integrations.
- Empowered **online position** and **brand proposition**
 - Social media campaigns, SEO and GEO improvements

CUPRA Network Strategy Intern
@ **Volkswagen Group Italia** Jan. 2025 - July 2025
Volkswagen Group
Distributes and supports the CUPRA, SEAT, Volkswagen, Audi, and Škoda brands across the Italian market.

- In charge of monitoring **Network KPIs** (daily/weekly/monthly)
 - Designed automated dashboards (Excel + Power BI) on network performance, CEM, Sales, Aftersales/Customer Care, budgeting.
 - Weekly meetings with the **Brand Director** and cross-functional teams (local/HQ).
- Supported the planning, developing and delivery of **product** (e.g. BEV, full electric cars), **loyalty** (e.g. Customer Day) and **digital training programs and events**.

CEO Executive Assistant
@ **abc soluzioni assicurative** Nov. 2023 - June 2024
abc
Multi-mandate insurance group in Venice and Treviso, with over 5000 individuals and businesses customers.

- Reorganized **BDC operations**
 - Implemented Agile client management workflows.
- Optimized the **online sales funnel, upselling** and **crossselling**
 - Redesigned branding, website and customer acquisition process.
 - Boosted **revenue per client** with portfolio analysis and CRM-based initiatives.

Municipal Administrator
@ **Municipality of Cervarese** May 2019 - June 2024
Municipality of Cervarese
My hometown, a rural municipality in the province of Padua.

- Represented youth** interests increasing student scholarships funding.
- Gained experience in **public administration, policy making** and long-term planning.



EDUCATION

Erasmus Scholarship ENG
@ **USI University** (Lugano, CH)
Feb. 2026 - June 2026

Master's degree ENG
Economics and Data Analysis
@ **University of Verona**
Oct. 2024 - Ongoing

TEACHING ASSISTANT IN MATH, EXCEL ADVANCED, CANVA COURSES

Bachelor degree ITA ENG
Economics
@ **University of Padua**
Oct. 2020 - Dec. 2024

High School Diploma ITA
Traditional Scientific
@ **Liceo G. Galilei** (Padua, ITA)
Sep. 2015 - June 2020

LANGUAGES

Italian - Native **English - C1**

Spanish - B2 **Latin - B2**

TECHNICAL SKILLS

Excel **BI** **R** **Canva**

Stripe **GA4** **Meta BS**

ABOUT ME

I strongly believe in my personal values and strive to reflect them in everything I do: **authenticity, respect, and purpose** are at the core of my approach. I grew up in my family's business, specialized in tailor-made fashion: there, I learned the importance of product quality, material excellence, and customer satisfaction, and I continue to support them in strategic areas. I'm passionate about **investing** and have been managing diversified portfolios since 2022, restructuring family wealth management strategies, optimizing banking relations and long-term retirement planning. In my free time, I enjoy studying Italian political history and cultivate my passion for **music** by playing the piano.