

# JAVIER SÁNCHEZ CUERDA

## SPORTS MARKETING & COMMUNICATION

Since 2012 I have been developing different tasks within the sports market, from analysis to statistics, in companies from different European countries.

My ability to adapt, a global vision of the international environment, linked to my acquired knowledge in the Sports Marketing field is looking for new opportunities in the area of organization and communication.



## WORK EXPERIENCE

### Marketing & Communications

Gasol Foundation

Mar 22 - **Present** (Internship)

Sant Boi de Llobregat (Barcelona)

### Sports Trader (Global Markets)

Sportnco España

Sep 19 - **Present**

Barcelona

### Sports Trader (International)

Sky Betting & Gaming

Oct 17 - Jan 19

Leeds

### Sports Trader (Junior)

Intralot

Feb 15 - May 16

Munich

### Marketing / Trading

CEEI & Sportradar

Jul 12 - Aug 14

Albacete / Berlin

## EDUCATION

### MBA Sports Marketing Management

Oct 21 - **Currently attending** 22

ESIC Business & Marketing School

### Sports MKT & Sponsorship Course

Mar 20 - Jul 20

Northwestern University

### Sports Sponsorship Course

Mar 20 - Jul 20

Universidad Autónoma Barcelona

### Sports Marketing Course

Feb 19 - Jul 19

Sports Business Institute

## TECHNICAL COMPETENCIES

### ANALYSIS & CRM

Analytics



Salesforce



### DATA & DESIGN

Excel



Power BI



Powerpoint



Canva



### PLANNING

Asana



Slack



Rocket.Chat



## LANGUAGES

- Native Spanish
- Proficiency in English

## PORTFOLIO

<https://twitter.com/RetroNBASStats>

## CONTACT

(+34) 600 823 745

ajscuerda@gmail.com

08037 Barcelona



[LinkedIn: Javier Sánchez](#)