

# GEORGE ADEOLA

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I am a FIFA-licensed agent with a bachelor's degree in physical Activity and Sports and a master's degree in Tourism Marketing. With a Certificate of Soccer Agent from SMWW and extensive experience in player representation, transfer negotiations, contract management, and advisory services, I am well-equipped to provide top-notch services to professional football clubs.

## EDUCATION

2023

**FIFA LICENSED AGENT**, FIFA AGENT PLATFORM

- Player acquisition: understanding the procedures and requirements involved in player transfer negotiations, as well as scouting for and assessing potential players.
- Contract negotiation: gaining knowledge on contract law and negotiation techniques to ensure that players receive the best possible deal.
- FIFA regulations: familiarization with the FIFA regulatory framework for agents and the role they play in the football industry.

2021

**MASTER'S DEGREE IN TOURISM MARKETING**, UNIVERSIDAD CATHOLICA DE MURCIA, (UCAM SPAIN)

- Sports tourism: learning about the sports tourism industry, including the creation of sports events, sponsorship deals, and partnerships with travel agencies.
- Sports event planning and management: gaining knowledge of the logistical and organizational aspects of sports event planning and management.
- Sports marketing: developing skills in marketing strategies for sports organizations, including fan engagement, social media marketing, and content creation.

2018

**SOCCER AGENT**, SPORTS MANEGEMENT WORLDWIDE (SMWW USA)

- Scouting and player evaluation: learning how to scout and evaluate players' skills and potential, as well as assessing their value in the transfer market.
- Contract negotiation: gaining knowledge on contract law and negotiation techniques to ensure that players receive the best possible deal.
- Marketing and branding: understanding the importance of marketing and branding for athletes and sports teams, as well as the development and implementation of effective marketing strategies.

2018

**BACHELOR'S DEGREE IN PHYSICAL ACTIVITY AND SPORTS**, OBAFEMI AWOLOWO UNIVERSITY

- Sports management: gaining an understanding of the principles of sports management, including the organization, planning, and administration of sports programs and events.
- Coaching and training methods: learning about coaching and training techniques for athletes, as well as the principles of sports psychology and nutrition.
- Player development: understanding the process of player development, including talent identification and the creation of individual development plans.

## EXPERIENCE

2018 – 2019

**AGENT ADVISOR**, SPORTS MANAGEMENT WORLDWIDE (SMWW) OREGON, USA

- Advised and guided soccer players in their career path, including contract negotiation and transfer process.
- Conducted thorough research and analysis of players and clubs, to identify market trends and opportunities.

2021

**ASSISTANCE MARKETING COORDINATOR (INTERNSHIP)**, UNIVERSIDAD SAN ANTONIO DE MURCIA (UCAM), MURCIA, SPAIN

- Assisted in the development and implementation of sports tourism strategies to attract international athletes and teams.
- Coordinated marketing efforts for UCAM's sports programs, including events and sponsorships.

2018 – 2021

**DIGITAL MARKETING**, FOODCO NIGERIA

- Developed and executed digital marketing campaigns for a leading food and beverage company in Nigeria.
- Conducted market research and analysis to identify opportunities for growth and engagement on social media platforms.

## SKILLS

- Strong negotiation and communication skills
- Proficient in player scouting and analysis.
- Experienced in developing and implementing marketing and promotional strategies.
- In-depth knowledge of the football industry and regulations.
- Familiarity with contract law and management.

## FOOTBALL ACTIVITIES

2018

**FOOTBALL PLAYER & INTERNSHIP**, OYO STATE SPORTS COUNCIL

2018

**FOOTBALL PLAYER**, NATIONAL YOUTH SERVICE, NIGERIA (NYSC)

2011- 2016

**FOOTBALL PLAYER**, OBAFEMI AWOLOWO UNIVERSITY (ADEYEMI CHAPTER)

2016

**BEST PLAYER AWARD**, NATIONAL ASSOCIATION OF SCIENCE STUDENT FOOTBALL COMPETITION (ACE)

## REFERENCE

DR. LYNN LASHBROOK, PRESIDENT, SPORTS MANAGEMENT WORLDWIDE, 503-445-7105