

LUCAS CAMPOY

SUMMARY

Sports business and marketing individual, highly-motivated with desire to take on new and big challenges. Huge experience with elite sports properties and athletes. Strong work ethic, leadership, adaptability and exceptional interpersonal skills. Open minded and committed team player with a positive mindset. Hardworking professional with customer service, multitasking and time management abilities. Adept at working effectively unsupervised and quickly mastering new skills.

EXPERIENCE

Head of Partnerships & Activations, 02/2020 - Current

Arowana Sports - Madrid, Spain

- Identification and development of new business opportunities;
- Negotiation and activation of sponsorship agreements (Real Madrid, Atlético de Madrid, Juventus, Inter Milan, Man United, PSG, BVB, Santos, Porto, and more);
- Management of elite athletes' image rights (Luka Modrić, Sergio Reguilón, Lucas Vázquez, Pau Gasol, and more);
- Activations and content creation with top players (Luka Modrić, Jack Grealish, Eduardo Camavinga, Richarlison, Roberto Carlos, Fernando Torres, Xabi Alonso, Emma Raducanu...)

Guest Speaker/Professor, 01/2022 - Current

Escuela Universitaria Real Madrid Universidad Europea - Madrid, Spain

Teacher of sports marketing, sponsorships, players image rights in the masters:

- MBA – Sports Management
- MBA – “Dirección de Entidades Deportivas – Alfredo Di Stéfano”

Guest Speaker/Professor, 01/2021 - Current

The FBA - The Football Business Academy - Lisbon, Portugal

- Teacher of sponsorships and partnerships in football
- Player Image Rights
- Marketing Activations

Marketing Analyst II, 02/2017 - 07/2019

Itaú-Unibanco - International Marketing - São Paulo, Brazil

- Marketing consulting for the countries of Latin America;
- Development of regional institutional sponsorships arenas (Miami Open, Soccer, Bike Sharing); Sponsorships analysis (sport events and teams, music events, activations, ROI, etc);
- Projects creation to improve client experience in Latin America;
- Workshops organization for Latin America employees at the Head Office;
- Analysis/ control of the department budget;
- Analysis/ creation of institutional and business campaigns;



CONTACT

Address: 28001, Madrid Spain

Phone: +34 603 56 8844

Email: lucas_campoy1@yahoo.com.br

SKILLS

- Trilingual (Portuguese, English and Spanish)
- Football (soccer) Specialist
- Marketing Strategy
- Team Management
- Multitasking
- Proficient in Microsoft Office Suite

Talent Program - Credit Policy Analyst II, 11/2014 - 02/2017**Itaú-Unibanco - Credit Department - São Paulo, Brazil**

- Analysis of the entire credit cycle (concession, maintenance and billing);
- Creation, maintenance and implementation of credit policies;
- Financial reports and indicator analysis; Cutoffs management, credit limits assignment and business performance analysis;
- Creation of studies and reports aiming at business optimization and control;
- Business campaigns analysis and their impact on credit and the business itself;
- Financial analysis of indicators and the entire credit cycle (over, bad rate, tax approval, etc.)

Marketing Intern, 01/2014 - 05/2014**Belmont Abbey College - Marketing Department - Belmont, NC, USA**

- Creation of social media campaigns;
- Update and track of social media and school website;
- Development of spreadsheets and planning tools

Marketing and Operations Intern**Gastonia Grizzlies Baseball Team - Gastonia, NC, USA**

- Creation of marketing campaigns;
 - Assembly of promotions and giveaways;
 - Tickets, merchandising and souvenirs sales;
 - Fans customer service
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EDUCATION AND TRAINING**Sports Management MBA, 07/2020****Escuela Universitaria Real Madrid Universidad Europea - Madrid, Spain****Bachelor of Arts in Business Administration, Bachelor of Arts in Sports Management, 05/2014****Belmont Abbey College - Belmont, NC**

GPA: 3.87 (Magna Cum Laude)

Soccer Technology Higher Course, 12/2009**Faculdade de Tecnologia Carlos Drummond de Andrade - São Paulo, Brazil****Design Thinking, Service Design (In Company)****Hyper Island - São Paulo, Brazil**

ACCOMPLISHMENTS

- Magna Cum Laude
- Inducted to Delta Epsilon Sigma
- President's List - Fall 2013; Deans List - Fall 2012, Spring 2013, Spring 2014
- Conference Carolinas Presidential Honor Roll - Fall 2012, Spring 2013
- Conference Carolinas All-Academic Team - Fall 2013
- Belmont Abbey College's Outstanding Senior Student Athlete Nominee