



JUAN ALBERTO HERNÁNDEZ

ABOUT ME

Driven by my passion for sport and a tireless curiosity, I describe myself as an active learner and always ready for a new challenge. A lover of football, which I have been playing for over 13 years, and a basketball fan, I find in these sports the perfect mix of excitement and learning. Travelling in more than 30 countries has broadened not only my horizons but also my understanding of different cultures. In addition, I am convinced that technology has a lot to offer the sport, from improving how we play to how we enjoy each game. With a strong work ethic and a strong value for the team, I look forward to making my mark at the intersection of sport and digital innovation.

CONTACT

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- Juan Alberto Hernández

LANGUAGES

- Spanish- Native
- English - Bilingual



KEY COMPETENCES

- Adaptable and flexible in changing environments.
- Project Management.
- Team player.
- Problem solver.
- Cultural awareness
- Web development and SEO knowledge (Search console and Google Ads).

EXTERNAL EXPERIENCES AND INTERESTS

Gained hands-on experience in the global sports industry through monthly programs in Seoul and Chicago, exploring unique strategies and operations across continents. Recently served as Operations Team Liaison for Club Puebla during the 2024 Leagues Cup, enhancing my ability to collaborate with diverse teams, suppliers, and stakeholders in a fast-paced, international setting.

Interest in the use of data analysis tools to interpret trends and performance in the sports sector.

WORK EXPERIENCE

- Operations Team Liaison, Leagues Cup 2024 6PMsports (USA).** MAR - AUG 24

Spearheaded operations, logistics, and match day coordination for Club Puebla during the Leagues Cup in the US, including key matches against Inter Miami CF and Club Tigres. Collaborated closely with suppliers and team members to ensure a seamless and successful tournament experience.

- Marketing Internship Law Firm GAA International Consultants (Madrid, Spain).** APR - SEP 23

Managing marketing actions for brand positioning, SEO actions and google Ads, as well as web design:
Acomisionabogados.com.

Learning to collaborate as a team to achieve common goals and evaluating progress and areas for improvement in meetings.

- Salesperson in the Sports Department El Corte Inglés (Marbella, Spain).** JUN-SEP 2022

I improved aspects such as customer communication, new sales techniques, product knowledge and stock organisation.

- Restaurant Coordinator Al-Andalus Restaurant (Oxford, UK).** NOV 21- MAY22

• Combining it with my studies at Oxford Brookes University.
I learned to be an organised person and to use my time more efficiently, as well as to get out of my comfort zone and to develop some skills related to adapting communication and the habit of working under pressure.

EDUCATIONAL BACKGROUND

- Global Sport Business Master** SEP 22-FEB24
European Sport Business School (Madrid, Spain.)

- Bachelor of Business and Marketing Management** SEP19-MAY22
Oxford Brookes University (Oxford, UK).

- Master SEO Dinorank** OCT 23-FEB24
Dinorank (Madrid, Spain).

VOLUNTEERING

- Key Volunteer Bank of America - Chicago Marathon** OCT 23

Managing 40-50 volunteers taught me the value of teamwork and effective communication, essential to the success of large, well-attended sporting events.

- Assistant to the official coordinator of the Ibercup 2023** MAY 23
Refereeabroad

My duties in this position included scheduling the referees for each match, coordinating with other tournament staff to ensure the smooth running of the tournament, providing logistical support to the officials and managing the allocated budget, among others.