



PAU SAYROL

SPORTS MANAGEMENT & DIGITAL MARKETING

PROFILE

I am passionate about sports and the industry surrounding it. Currently working at Barça, I consider myself a dynamic and creative person with excellent teamwork skills. With a desire to excel in everything I do, I strive to continuously learn and grow in my career.

EDUCATION

ESADE

STRATEGIC INNOVATION PROGRAM | 2023

"The program covers topics such as design thinking, agile methodologies, and open innovation, equipping participants with the skills and knowledge to drive innovation within their organizations".

ESIC - BUSINESS & MARKETING SCHOOL

MASTER SPORTS MARKETING MANAGEMENT | 2019 - 2020

"Program in marketing direction in the sports sector, where different tools and skills are obtained to lead and manage projects in all areas of sport"

UNIVERSITAT POMPEU FABRA (UPF)

MARKETING DEGREE | 2013 - 2017

"Training oriented to use Marketing and communication tools in social networks, establish strategies, and analyze information for decision making"

SPECIALIZATION COURSES

UNIVERSITY OF SYDNEY (USYD)

DESIGN-LED STRATEGY | 2018 (5 WEEKS)

Acquired advanced skills in design thinking, with a focus on modernizing and applying established principles to drive innovation in business strategy and entrepreneurship

LONDON BUSINESS SCHOOL (LBS)

BRAND MANAGEMENT | 2019 (5 WEEKS)

Developed comprehensive expertise in brand management, gaining in-depth knowledge and practical insights to proficiently navigate and cultivate brands within the ever-evolving business landscape of today

CONTACT

- +34 697 272 290
- Av. Madrid 68, entr. 1ra , 08028 Barcelona., Spain
- pausayrol@gmail.com
- linkedin.com/in/pau-sayrol-esteve

EXPERIENCE

FC BARCELONA

BRAND FOOTBALL & CAMPAIGNS | AUG 21 - CURRENTLY

Responsible for the creation, development, and management of Barça's brand and ticketing campaigns for both male and female football teams. Additionally, I initiated projects aimed at enhancing the Barça brand on a global scale.

EUROLEAGUE BASKETBALL

EXECUTIVE PARTNERSHIP ACTIVATION & BUSSINES ANALYTICS | OCT 20 - AUG 21

Developed player activations for sponsors such as 7 Days and Adidas, designed interactive games to drive lead generation, and successfully managed Facebook Ads campaigns to optimize ROI

FC BARCELONA

JUNIOR BRAND DEVELOPMENT | DEC 19 - SET 20

Responsible for defining the project's strategic phase, benchmarking competitors, and developing business plans for initiatives such as Barça TV+, Barça Membership, and Barça Cafe. I provided supervision and leadership during the project implementation.

UNIVERSITAT POLITECNICA DE CATALUNYA (UPC)

DIGITAL MKT MANAGER | NOV 18 - DEC 19

Implementation of the Digital Marketing Plan, conducted sector-specific analyses to enhance results, and spearheaded the creation of a new university website.

LANGUAGE

SPANISH | NATIVE

CATALAN | NATIVE

ENGLISH | C1

PORTUGUESE | B1

SKILLS

SEO | SEM | ANALYTICS

MICROSOFT OFFICE

PROJECT MANAGEMENT

INNOVATIVE & STRATEGIC