

JOHN MARIO MAYA RIVERA

MBA SPORTS AND ENTERTAINMENT

CONTACT

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SKILLS

Adobe Creative Suite
SalesForce
MS Office 365
Copilot
Event Planning & Logistics
International Expansion
Relationship Management

EDUCATION

MBA in Sports and Entertainment
LALIGA Business School
2023 - 2024

Event Management and Protocol
Atrium
2025

Advertisement
Universidad Pontificia
Bolivariana
2010 - 2017

Social Communication and Journalism
Universidad Pontificia
Bolivariana
2014 - 2017

LANGUAGES

- English (Bilingual)
- Portuguese (Full Professional)
- Spanish (Native)

PROFILE

Dynamic and results-driven sports management professional with expertise in **business development, partnerships, and sports marketing**.

MBA graduate from LALIGA Business School, with a proven track record in **sales, global client relations, and project leadership**. Experience working with **high-profile stakeholders**, including C-Level executives, football clubs, and brand partners. Fluent in **English, Spanish, and Portuguese**. Passionate about driving innovation and international growth in the sports industry.

WORK EXPERIENCE

LALIGA – Sales Business Development

Madrid, Spain 2023-2025

- Generated over **€1M in sales** within eight months, exceeding targets by **20% per month**.
- Increased **MBA program enrollment by 30%**, expanding its reach to five new countries.
- Represented LALIGA in **high-level meetings** with C-level executives, former footballers, and key industry stakeholders.
- Managed and executed **high-profile events**, including conferences featuring top sports industry leaders.
- Led key **operational and administrative processes**, including student onboarding, payment processing, and visa applications.

Volk Audiovisual SAS – Founder & Creative Director

Medellín, Colombia 2017-2023

- Achieved 30% annual revenue growth**, delivering over **150 projects** for clients like Protección.
- Increased **digital engagement by 25%** through innovative content strategies.
- Expanded the **client portfolio by 50%**, securing partnerships in travel, food, and financial services.

Aviatur – International Logistics Specialist

Medellín, Colombia 2014-2020

- Managed over **100 international group experiences** for students, professionals, and entrepreneurs.
- Organized visits to **top global corporations**, securing exclusive networking opportunities through strategic outreach.

References are available upon request.
Open to relocation and international opportunities.