

# ALEJANDRO ACEVEDO MEDINA

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## PROFESSIONAL SUMMARY

I am a dedicated professional with extensive knowledge of grassroots football and its operations, specialising in event management, league administration, and delivery. Demonstrates strong skills in time management, organisation, problem solving, decision making, and communication. Proven ability to work strategically with partner organisations and manage conflicts effectively. Proficient in basic IT and FA systems, with a commitment to fostering teamwork and collaboration. Career goal: To leverage expertise in football development and operations to drive impactful initiatives within the sports industry.

## WORK HISTORY

### **League Coordinator, 10/2024 - 05/2025**

**Hampshire FA - Southampton and Cosham, Hampshire**

Helped with the delivery and coordination of 2 Men's recreational football leagues with 23 teams in total. This included liaising with club managers and scheduling fixtures and arranging payments.

### **Observer , 03/2024 - 04/2025**

**The FA**

Observer in The Football Association research study for the Youth Heading Trial. Observed and collected data by measuring how players normally respond to high balls. Attended over 70 games and observed around 900 players over a 1 month period.

### **Male Football Development Pathway Intern, 09/2023 - 08/2024**

**Hampshire FA - Basingstoke, Hampshire**

Supported the development of all male football in Hampshire. Worked with the delivery team in retaining and growing male participation across all age groups along with various projects to support leagues and clubs in Hampshire.

### **Volunteer Opposition Scout, 11/2023 - 05/2024**

**Hamble FC - Hamble, Hampshire**

Traveling around the county to watch opposition matches and providing the coaching staff with information about how their opponents are likely to play through written reports.

### **Research Paper Editor, 12/2022 - 01/2023**

**Alberta FA - Southampton, Hampshire**

I was the editor of a research paper analysing Canada's performance at the 2022 World Cup.

### **Recovery Assistant, 05/2024 - Current**

**IKEA - Southampton, Hampshire**

Helped to reduce waste by ensuring items are recycled, reused, or repurposed according to IKEA's sustainability goals. Inventory management by tracking recovered items in the system and ensuring quality and safety measures have been taken. Worked closely with returns, sales, and logistics teams to identify recovery opportunities and ensure smooth workflow.

### **Operations Partner, 10/2022 - 07/2024**

**John Lewis & Partners - Southampton, Hampshire**

Efficient stockroom operations partner with knowledge in inventory management, order fulfilment, and stock control. Demonstrated ability to organise and maintain optimal stock levels, ensuring accuracy and efficiency. Detail-oriented, adaptable, and committed to maintaining a well-organised and productive stockroom environment.

#### **Delivery Coordinator, 05/2021 - 10/2021**

**Home Depot** - Kitchener, Canada

Responsible for coordinating and optimising delivery schedules, ensuring timely and efficient product distribution. Occasionally involved driving a van to deliver products when necessary. Ensured seamless communication with drivers, customers, and internal teams. Ensured safe and accurate deliveries while maintaining a customer-centric approach.

#### **CO-Owner, 09/2017 - 10/2021**

**Nomadic** - Kitchener, Canada

Co-ran a small local clothing brand handling end-to-end operations. Led marketing campaigns, designed unique clothing lines, managed manufacturing, and coordinated deliveries. Thrived in fast-paced environment, balancing creativity, business acumen, and customer satisfaction. Collaborative mindset, entrepreneurial spirit, and strong multitasking skills ensured brand growth and success.

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### **SKILLS**

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- Time management & Organization
- Problem solving and decision making
- Communication
- Basic IT
- Teamwork and Collaboration
- Conflict management
- Work strategically with partner organisations
- Event management, League administration and delivery
- Football development and operations
- Extensive knowledge of grassroots football and its operations
- FA Systems

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### **EDUCATION**

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#### **BSc (Hons): Sport Management 2:1, 09/2021 - 05/2025**

**Solent University** - Southampton

CIMSPA Graduate Award. Graduated with a strong foundation in sports marketing, event planning, facility management, and business operations within the sports industry. Developed practical skills through coursework and internships, focusing on leadership, strategic planning, and community engagement in both professional and amateur sports settings.

#### **High School Diploma, 09/2013 - 06/2017**

**Resurrection C.S.S** - Canada

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### **CERTIFICATIONS AND LICENSES**

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- CIMSPA Aspiring Manager
- Level 1 FA Talent Identification
- Level 1 PFSA Opposition Analysis in Football
- Level 1 PFSA Performance Analysis in Football
- Level 2 PFSA Talent Identification
- Level 1 FA Coaching Certificate
- UK Coaching Safeguarding Certificate
- FA Safeguarding Adults Certificate
- FA Safeguarding Children Certificate
- FA First Aid

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### **LANGUAGES**

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#### **English**

Native

#### **Spanish**

Native