

# MARTÍN ELICECHE

## INTERNATIONAL SPORTS MANAGEMENT

### PROFILE

A sports industry professional with 10+ years of experience and learning in sports entities and organizations. Passion for sports management, social media, and internationalization. Worldwide knowledge, looking to globalize brands and businesses. Passion, determination, and commitment to achieve the objectives

### CONTACT

+34 647 49 69 54

martineliceche@gmail.com

<https://www.linkedin.com/in/martineliceche/>

### LANGUAGES

Spanish: Native  
English: Advance

### EDUCATION

**European Sport Business School**

2021 - 2022

MBA in International Sports Management

**Universidad Empresarial Siglo 21**

2015 - 2020

Bachelor of International Business

### WORK EXPERIENCE

#### ● **Atlético de Madrid - International Marketing**

2022 - 2024

FFocused on online, offline, and mixed actions with the United States, Mexico, and Canada. Exploitation of the club's sponsors through global actions. Content strategy for TikTok and YouTube. Working together with Atlético Ottawa and Atlético San Luis in international actions

#### ● **Santander Fútbol - Community Manager**

2020 - 2023

Content strategies and execution for games and events of the Champions League, La Liga, Copa Libertadores, League of Legends and Scuderia Ferrari on Twitter and Facebook for Banco Santander

#### ● **Arsenal FC - Spanish Editor & LatAm market**

2013 - 2023

In charge of multi-platform content in Spanish and collaboration in English. Creation of campaigns and strategies. Elaboration of own content for Latin America. Structuring the platforms in Spanish from zero and creating online, offline and mixed social media and marketing actions worldwide

#### ● **Emirates FA Cup - LatAm Editor & Com Manager**

2020 - 2021

Creation of content for the different Emirates FA Cup social media channels, focusing on the Latin American market. Multimedia content, promotions, monetized content, live coverage, statistics, videos edit, photoshop and interviews with former players.