

## PERSONAL INFORMATION

- Félix Martín Gimeno
- Mobile Phone: +34 618228131
- Email: [f.martingimeno@outlook.es](mailto:f.martingimeno@outlook.es)
- Languages: Spanish (mother tongue), English C2, French B2, Portuguese C1.
- Advanced Microsoft Office Skills: Excel, Word and Power Point

## PROFESSIONAL EXPERIENCE



### **Streaming Editor, Max Sports at Warner Bros. Discovery** (September 2019 – Present)

- Responsible for day-to-day operations of Sports content for the Spanish market.
- Premium content management in CMS (Content Management System) and VMS (Video Management System) environments and Quality Assurance (reporting technical issues).
- Deliver operational consistency and efficiency in promoting the sporting calendar on Max.
- Communicate clearly with relevant stakeholders to manage internal expectations and priorities of the market strategies.
- Collaborate with Analysis & Insights team to receive the right data to inform directors. Partner with Product, Data, Marketing, and other relevant business units to contribute to the market deliverables.
- Manage and influence the presentation of assets on Max.
- Manage, operate and influence workflows and tooling to make sure all content types and assets are published to the platform with consistent and accurate metadata and design.



### **Press Office and Communications Department at Real Madrid CF** (February 2018 - August 2019)

- Acting as the media's point of contact at Real Madrid, answering media enquiries and preparing necessary statements.
- Organization of press conferences, post-match mixed zones and flash zones according to LaLiga, UEFA, ACB and Euroleague requirements.
- Supervision of player interviews. Preparation of press kits, official statements and match dossiers
- Management and preparation of accreditations for club events: player presentations, LaLiga, Champions League and Copa del Rey matches, in addition with the 2018 Copa Libertadores final held in Madrid.
- Organization of the Euroleague Media Day prior to the 2018 Final Four.

## OTHER PROFESSIONAL EXPERIENCE



### **LX Group Marketing Brazil, Production Department**

- Production of Real Madrid's Marcelo Vieira 'See it in Prism' campaign with Oakley Brazil aired in August 2019. The whole campaign was made in Portuguese.

## EDUCATION AND FORMATION

**Centro de Estudios Garrigues:** Executive Program in Sports Management, SBA Sports Business Administration (2020-2021). Tier 1 student.

**Real Madrid Graduate School Universidad Europea:** Master's Degree in Communications and Sports Journalism (2017-2018). Tier 1 student.

**Universidad Complutense de Madrid:** Journalism degree (2013-2017). International experience:

- **Universidade São Paulo** (2016-17), Banco Santander Scholarship. All courses were taken in Portuguese.
- **SciencesPo Paris** (2015-16), Erasmus Scholarship. All courses were taken in French and English.