



KATIA ALEJANDRA CARMONA BENITEZ



INDUSTRIAL ENGINEER

EDUCATION HISTORY

Monterrey Institute of Technology (Tecnológico de Monterrey)	Bachelor of Science in Industrial Engineering with minor in Systems Engineering	<ul style="list-style-type: none"> Graduated Toluca Campus 2018-2023 Overall GPA 3.6 - Academic Scholarship
National Autonomous University of Mexico (Universidad Nacional Autónoma de México- UNAM)	Bachelor of Psychology	<ul style="list-style-type: none"> 7th semester 2020-current Overall GPA 3.88
Universidad Autónoma de Occidente (UAO)	Academic exchange- Colombia	january-may 2022



CONTACT

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WORK EXPERIENCE

Tactical and Data Analysis Trainee

November 2023 – Currently
Club Santos – Liga MX

- Carrying out individual pre-match analysis of rivals, using data analysis to generate graphs of player metrics according to their position, in order to identify playing styles, as well as strengths and weaknesses. Subsequently, video analysis is carried out to extract clips of plays that demonstrate the concepts in the graphs and videos are produced that are sent to the players so that they can get to know their opponents.
- Generating databases of the club's players to obtain insights using tools such as Python.
- Women's U19 video analyst and support in real-time analysis and monitoring of youth matches (U14, U18, U19 Women's and Women's First Division) to send snippets of plays to the coaching staff.

IDIOMAS



Talent Identification and Analysis Specialist

PFC Agency November 2023 – January 2024 (Freelancer)

- Development of scouting activities aimed at identifying and analyzing soccer players under different social and qualitative conditions, using Mexico (Liga MX, Liga de Expansión, Liga MX U23 – U15) and the United States (MLS, MLS Next Pro, MLS Next) as our main markets.
- Tactical analysis of different teams from various international leagues to identify market opportunities that could suit our players' technical and tactical profiles.
- Use of various tools to facilitate and complement analysis and scouting activities, such as Wyscout, as well as data management tools such as Excel, Python and Power BI.
- Weekly monitoring and analysis of our players' performances.

COURSES AND DIPLOMAS

Sports Performance Analytics
Specialization- University of Michigan

- Foundations of Sports Analytics: Data, Representation, and Models in Sports
- Moneyball and Beyond
- Prediction Models with Sports Data
- Wearable Technologies and Sports Analytics
- Introduction to Machine Learning in Sports Analytics

Google Data Analytics
Certification- Google

- Excel
- SQL
- Python
- R
- Tableau/Power BI (DAX & M)

Football Tactical Analyst
Certification- Barça Innovation Hub Universitas

March- July 2023

- Implantation and Technological Process of Analysis
- Team Analysis (Self-Analysis)
- Opponent Team Analysis
- Match Analysis

SAP Recognition Award
Certification SAP S/4HANA CLOUD- SAP University Alliances

February- May 2023

Sports Management Diploma- CONMEBOL

November 2022- March 2023

- Sports Management
- Coaching and Leadership
- Organization, Sports Administration and Events
- Sports, Social Media and Media Training

International Entertainment and Sports Marketing Course- Yonsei University

September-December 2022

Specialist in Scouting and Game Analysis
Certification - MBP School of Coaches

November 2023 - January 2024

- Scouting
- Analysis of Team Structure and Dynamics
- Analysis of the Offensive Phase of the Game
- Analysis of the Defensive Phase of the Game
- Transition Phase Analysis
- Strategy Analysis
- Methodological Standards

Soccer Coach
License C - Argentine Soccer Coaches Association (ATFA)
Taught in Portuguese