

Omar El Rachidi

CAREER OBJECTIVE

Detailed-oriented **Football Technical & Scouting Analyst** with a strong track record in **player recruitment, squad planning, and data-driven tactical analysis**. Trusted by club leadership to work directly with the **Sporting Director**, playing a **pivotal role** in identifying, analyzing, and securing key signings **that align with the club's long-term strategy**. Adept at leveraging advanced scouting tools and performance data to drive informed decision-making in a high-performance football environment.

WORK HISTORY

Al Jazira Football Club – Football Technical & Scouting Analyst

📍 Abu Dhabi, UAE | 09/2022 – Present

- **Player Scouting & Recruitment:** Led the scouting and signing processes for **Vinicius Mello, Ravil Tagir, Jay Dee Guesens, and Ramon Mierez**, identifying top talents through in-depth data analysis.

- **Key Decision-Making Role:** Work directly with the **Sporting Director** in squad-building decisions, ensuring **strategic player acquisitions** that strengthen the team.

- **Data-Driven Insights:** Applied **StatsBomb, Wyscout, Smartabase, PMA, and Hudl** to evaluate player performance and identify strategic recruitment opportunities.

- **Tactical & Match Analysis:** Produced **pre-match analysis reports** and opponent scouting insights to aid coaching decisions.

- **Squad & Loan Management:** Oversaw short-term and long-term squad planning, including monitoring **loaned players' performances** and providing **weekly reports** to the Sporting Director.

- **Academy Development:** Led a strategic collaboration project with **City Football Group** to enhance **Al Jazira Academy** operations.

- **Performance Tracking:** Developed dashboards and data visualization tools using **Smartabase** to analyze player performance and identify improvement areas.

MGS – Marketing & Sales Coordinator

📍 Kuwait City | 02/2019 – 07/2022

- Developed marketing campaigns using **Salesforce CRM & LinkedIn Sales Navigator** to generate and qualify leads.

- Successfully converted **10+ leads per month** into new business opportunities.

- Assisted in closing deals for clients such as **Yiaco, Ahli Bank of Kuwait, Boubyan Bank, Dar EL Shifa, and KIPCO**.

- Attended advanced training in **OpenText EIM, Automation Anywhere RPA, and SAP ERP solutions**.

📍 Abu Dhabi, UAE

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TECHNICAL SKILLS

Football Analysis Software: StatsBomb, Wyscout, Smartabase, PMA, Hudl

Scouting & Recruitment: Squad planning, talent identification, performance tracking

Tactical Analysis: Pre-match & opposition analysis, video breakdowns

Data & Report Generation: Performance visualization, dashboard creation

EDUCATION

Professional Master's in Football Business

📍 Football Business Academy, Switzerland | 03/2022 – 03/2023

Bachelor's in Computer Science

📍 American University of Beirut, Lebanon | 09/2015 – 12/2019

CERTIFICATIONS

Advanced Football Tactical Analysis – Barca Innovation Hub

Analyzing Football Using Video – StatsBomb

PFSA Level 1 Talent Identification in Football – PFSA

PFSA Level 1 Opposition Analysis – PFSA

AFC Coaching License (Level D) – AFC

Languages

English - Fluent

Arabic - Native