

SANTIAGO VÁZQUEZ

SPORTS JOURNALIST

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Nationalities : Mexican and Spanish

ABOUT ME

Communications and sports journalist with experience in strategic partnership management, digital content creation, and sports analysis. I have collaborated with major organizations such as Real Madrid, developing innovative communication strategies and working on multimedia projects that enhance brand recognition. I have covered major sporting events including UEFA Champions League, La Liga, Copa del Rey, and WTA tennis tournaments.

PROFESSIONAL EXPERIENCE

LALIGA

LALIGA (Julio 2024 – Present)

Collaborated on Communications department of LALIGA, within the Global Communications vertical, in addition to supporting other verticals within the department

Multiplatform content agency

El Sueño Europeo (November 2024 – Present)

Covered UEFA Champions League, La Liga, Copa del Rey, Coppa Italia, and international friendlies for various Latinamericans media outlets.

Internship Real Madrid

Real Madrid (June 2024 – September 2024)

Collaborated on content creation for the Real Madrid Graduate School's social media channels. Contributed to a follower growth of over 50% prior to the team's integration.

WTA 250 Monterrey Open Coverage

Monterrey 2022 and 2023 Editions

On-site coverage of the tournament for media content production.

“Los Jefes” Radio Show – Analyst

MLC Media (May 2021- July 2024)

Sports analyst for a Radio show designed for the Latin American audience in the U.S.

Advertising Campaigns Tecnológico de Monterrey

Tecnológico de Monterrey (January 2022-July 2022)

Commercial voice talent on advertising campaigns for Tecnológico de Monterrey university

“México Campeón del Mundo” Documentary

Project work with director Fernando Khalife (September 2021 – December 2022)

Member of the research and production teams. Led the digital content team.

Tec Sounds Radio

Tecnológico de Monterrey (November 2020- June 2022)

Lead host of the show “Tec Sports.” and Editorial and voiceover coordinator for the radio magazine “Desde El Campus.”

CB Deportes

CB Televisión June 2019- July 2021

Guest analyst on the sports show CB Deportes

LANGUAGES

- Spanish – Native
- English – C1
- Portuguese – Advanced

EDUCATION

MBA of LA LIGA

Sports & Entertainment Management

La Liga Business School 2025

Master's in Sports Communication and Journalism

Escuela Universitaria Real Madrid

Universidad Europea (2023-2024)

Bachelor's in Journalism and Media Studies

Tecnológico de Monterrey (2017-2022)

University of California Berkeley (2019)

CERTIFICATIONS

Scouting and Game Analysis Specialist

MBP School of Coaches 2023

Football Reading and Analysis

ICAFUT 2023