

# Antonio Aguirre

## MBA in Sports Management



### CONTACT

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### SKILLS

- Sports & Events Operations**
  - International Academy Development
  - Ticketing Strategy & Fan Experience
  - Youth Player & Family Logistics
- Marketing & Engagement**
  - Regional & Brand Activation & Sponsorships
  - Fan Acquisition & Retention Strategies
  - Community Outreach & Partnership Events
- Data & Tools**
  - Salesforce, AS400, Power BI, SQL
  - Performance Reporting & Campaign Tracking
- Leadership & Communication**
  - Team Coordination Across Cultures
  - Bilingual Communication
  - Client & Stakeholder Relationship Building

### LANGUAGES

- English (Native)
- Spanish (Native)
- Portuguese (Intermediate)
- Korean (Basic)

### REFERENCE

**Emma Sophie Young**  
Hostinger / Head of Organic Marketing  
Email upon request



### PROFILE

Dynamic sports management professional with an MBA in Sports Management and a proven record driving international operations, fan engagement, and revenue growth. Skilled at scaling global academies, optimizing ticketing strategies, and activating sponsorships across Europe, the U.S., and Latin America. Adept at uniting marketing, data, and operations to build sustainable fan communities and high-performing teams. Bilingual leader (English/Spanish) with experience in cross-cultural coordination, stakeholder partnerships, and large-scale event execution. Long-term ambition: to lead a sports organization as CEO by blending strategic vision with operational excellence and global brand growth.



### WORK EXPERIENCE

#### Red Card Global 2025- PRESENT

##### Head of Recruitment and Commercial

- Led the commercial strategy of a high-performance football centre combining training, technology, and events.
- Developed sponsorships, partnerships, and membership models to drive revenue growth.
- Designed and executed activations, events, and brand engagement initiatives.
- Built and managed relationships with partners, stakeholders, and potential clients.
- Oversaw business development opportunities to position First Eleven as a leading sports performance project in Spain.

#### SUMMA Sports Agency 2025- PRESENT

##### Account Executive

- Drive sponsorships and activations across all agency accounts, athletes, and sports properties.
- Lead the Miami FC account, overseeing partnerships for the team, stadium, and players.
- Build World Cup activations with agency-represented national team players.
- Identify brand prospects and market trends to unlock partnership opportunities.
- Develop and present proposals, pitches, and activation plans, aligning brands with athletes and teams.
- Manage CRM pipelines and client outreach, supporting sponsorship sales and long-term relationships.

#### Club Deportivo Leganes 2024 - 2025

##### International Area Coordinator

- Directed global academy operations, coordinating player/family logistics across 5+ countries; reduced scheduling conflicts by 30% with a centralized calendar system.
- Revamped multilingual academy website with secure payments, increasing registrations by 25% and reducing support inquiries.
- Launched international marketing campaigns in Latin America & Europe, boosting awareness and sign-ups for youth programs by 40%.
- Produced branded materials (logos, posters, camp assets) that supported expansion into the U.S. and strengthened global identity.
- Partnered with marketing, tech, and operations teams to align international growth with on-the-ground execution.

#### CLEAResult 2023-2024

##### Account Manager

- Managed \$10M+ energy incentive portfolio, guiding clients through eligibility, compliance, and implementation.
- Delivered 50+ tailored client presentations, improving program adoption rates by 18%.
- Conducted on-site audits of construction projects, recommending energy savings projected to cut operating costs by up to 15%.
- Coordinated engineers, consultants, and clients to ensure incentive programs met regulatory standards without delaying operations.
- Spearheaded internal trainings that raised compliance accuracy by 20% and improved audit readiness.
- Supported cross-team year-end closures, contributing to a 20% increase in secured program funding.

#### Costco Wholesale 2018-2023

##### Marketing/Membership Manager

- Grew membership revenue from deficit to multi-million-dollar profit in 3 months through strategic outreach & events.
- Directed operations for 4 new store openings across Texas, training 200+ staff to maintain consistent service standards.
- Introduced streamlined scheduling for 200+ employees, reducing overtime costs by 15% while improving shift satisfaction.
- Delivered weekly performance dashboards to senior leadership, informing decisions that improved customer retention by 10%.
- Launched in-warehouse engagement campaigns that increased member renewals by 12%.
- Strengthened community reputation by coordinating \$500K+ in donations to schools, events, and charities.



### EDUCATION

#### MBA in Sports Management - Escuela Universitaria Real Madrid 2024 - 2025

Focused on global fan engagement, sponsorship activation, and stadium operations.  
Thesis: "Cadillac's F1 Rebrand Roadmap and Monetization Strategy under General Motors."

#### Bachelor of Arts in Multidisciplinary Studies - University of Texas at El Paso 2012 - 2020

Concentration in Kinesiology, Biology, and Business. Built a strong foundation in human performance, health science, and strategic management.