



Online Portfolio

# DARREN RHODES

Talent Identification,  
Development & Analysis



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30 St. Clements Avenue, Leyland, PR25 4QU

## Education

### Bachelor of Arts

Talent Development  
University Campus of Football Business  
2023 - 2026

### Professional Diploma

Tactical Analysis  
FC Barca Innovation Hub  
2023 - 2024

### NVQ2

Sports Coaching & Leadership  
Preston College  
2002 - 2004

### GCSE's

9 x C grades, inc. English & Maths  
Wellfield High School  
1997 - 2002

## Qualifications

#### The FA

- Level 2 Talent ID
- Safeguarding Children & Adults
- First Aid in Football
- Psychology in Football
- Level 1 Futsal

#### UEFA

- C License Coach

#### PFSA

- Level 3 Performance Analysis
- Level 3 Advanced Reporting
- Level 2 Technical Scouting
- Level 2 Opposition Analysis

#### Sport Horizon

- Tableau for Sports Scientists
- Power BI for Sports Scientists

#### Hudl

- Hudl Academy Catalogue

#### APFA

- Opposition Scouting & Analysis
- Individual Player Development & Analysis

#### ASA

- Level 2 Football Agents Course

## Industry Experience

Jul 2023 - Present

Preston North End Football Club

### Lead Academy Scout

- Conduct football scouting activities in accordance with the Elite Player Performance Plan (EPPP) guidelines, ensuring alignment with club objectives and player development strategies.
- Attend grassroots and elite academy matches to assess talent across various age groups, focusing on players aged U6-U16.
- Identify players exhibiting the potential to progress into the first team for Preston North End or be transferred for the club's benefit.
- Coordinate a team of volunteer scouts to cover key areas effectively, ensuring comprehensive scouting coverage.
- Develop and maintain a comprehensive database of "players of interest" within the designated area, facilitating efficient player tracking and assessment.
- Serve as a club ambassador, representing Preston North End in meetings with key stakeholders to foster mutually beneficial relationships and enhance the club's reputation within the football community.

2020 - 2023

Manchester United Football Club

### Casual Academy Scout

- Conduct football scouting activities in accordance with the Elite Player Performance Plan (EPPP) guidelines, ensuring alignment with club objectives and player development strategies.
- Attend grassroots and elite academy matches to assess talent across various age groups, focusing on players aged U6-U16.
- Identify players exhibiting the potential to progress into the first team or be transferred for the club's benefit.

2017 - 2020

Blackburn Rovers Football Club

### Casual Academy Scout

- As Above

2012 - 2020

The Football Association

### Football Services Officer

- Effectively managed multiple tasks and projects, ensuring timely completion to meet organizational objectives.
- Provided comprehensive support in various administrative tasks related to football operations, including player registrations, fixture scheduling, and tournament organization.
- Facilitated meetings with stakeholders to support their FA membership renewal process, addressing enquiries, and ensuring satisfaction with provided services.
- Utilized various communication channels to engage with stakeholders, including email correspondence, phone calls, and face-to-face meetings, fostering strong relationships and promoting effective collaboration.
- Conducted coaching sessions as required, leveraging expertise in football coaching to support player development and team performance.
- Orchestrated the logistical aspects of football leagues & knockout cup competitions, including venue booking, team registrations, fixture coordination, result reporting and disciplinary proceedings, ensuring smooth execution and enjoyable experiences for participants as well as efficient operation of local football competitions.



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## Skills & Traits

Ambitious	-	An unwavering desire to succeed and to be the best version of me, in the best environment possible
Approachable	-	Colleagues and stakeholders have frequently commented on my approachable manner
Collaborator	-	Happy to work as part of a team and share ideas and responsibilities as well as using my own initiative
Communication	-	Able and willing to present in a variety of methods and scenarios
Confident	-	Happy to engage with individuals and groups of people
Determined	-	Know where I want to be, and willing to do what it takes to get there
Flexible	-	Available for days, evenings, weekends and unsociable hours
Growth Mindset	-	Im keen to constantly progress, I dont want to stand still and will constantly strive to learn and improve my knowledge and skills
Time Management	-	I take pride in being able to organise and prioritise my workloads to ensure I meet any given deadlines

## Languages

English	• Fluent
Spanish	• Basic (La Academia Spanish for Football course)

## Internships

### Jan 2024 - Present Barrow Football Club First Team Scout (UK & Ireland)

As the First Team Intern Video Analyst for Barrow AFC, I play a pivotal role in analysing player performance and identifying talent that aligns with the club's system, shape, and playing philosophy. My responsibilities encompass comprehensive video analysis of players across key markets in the UK, utilizing platforms such as Wyscout, ScoutHub, and other scouting software.

Key Responsibilities:

- Conduct in-depth video analysis of players from various leagues and markets within the UK. This involves analysing match footage, individual player highlights, and statistical data to evaluate potential signings and transfer targets.
- Identify and report on players who exhibit the qualities and characteristics sought by Barrow AFC. Collaborate closely with coaching staff and scouting department to provide insights and recommendations for player recruitment.
- Evaluate players based on their compatibility with Barrow AFC's system of play, formation preferences, and strategic objectives. Produce detailed reports and presentations highlighting players who could contribute effectively to the team's success.
- Leverage advanced scouting software such as Wyscout and ScoutHub to streamline the scouting and recruitment process. Utilize these platforms to access comprehensive player databases, track player performance metrics, and compile scouting reports for internal review and decision-making.

My role as the First Team Intern Video Analyst at Barrow AFC hones my skills in player evaluation, tactical analysis, and data-driven decision-making within the dynamic and competitive landscape of professional football. I thrive in a fast-paced environment, adapting to evolving scouting methodologies and technological innovations to support the club's strategic objectives and pursuit of success on the pitch.

### Oct 2023 - Present Minnesota United Football Club First Team Scout (MLS)

As a First Team Intern Video Analyst at Minnesota United, I play a pivotal role in enhancing the team's performance through comprehensive video analysis and scouting initiatives. My responsibilities encompass analyzing players in the MLS who align with the scouting brief provided by the club, ensuring that potential recruits meet the team's criteria and strategic objectives. Leveraging advanced data filtering techniques, I meticulously sift through vast amounts of information to identify prospects with the desired skill sets and attributes.

One of my key contributions involves the creation of visual scouting assignments, which serve as valuable resources for the recruitment team. By utilizing tools such as Wyscout, I extract pertinent data and compile detailed reports to aid in the decision-making process. This includes gathering essential information on player performance, tactical insights, and statistical analysis to inform recruitment strategies.

Through my tenure as a First Team Intern Video Analyst, I have improved my ability to analyse and interpret complex data, providing actionable insights to support the team's objectives. My dedication to thorough information gathering and meticulous attention to detail have contributed to the success of Minnesota United's scouting and recruitment efforts.