

Kristian Balabanov

MSc Sports Management and the Business of Football graduate from University of London with extensive experience in operations management and sports administration. Proven ability to streamline processes, enhance operational efficiency, and coordinate logistics for youth and professional sports organisations.

📍 London, UK

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Experience

Powerleague

London, UK

League Operations Manager

Sep 2024 - Present

- Organising the delivery of over 30 FA-affiliated leagues and tournaments (men's, women's and mixed) and involving the management of 350+ teams
- Managing a six-figure budget and ensuring profitability targets are met
- Scheduling competitive fixtures while ensuring competitive balance
- Recruiting and coordinating event managers and match officials
- Liaising with venues - managing bookings, invoices and contract renewals
- Completing venue audits, building relationships with teams and matchday staff
- Working alongside Marketing on advertising venues, leagues and tournaments
- Completing purchase orders for equipment and trophies
- Inputting match scores and statistics, managing disciplinary investigations and records
- Ensuring match fees are paid and following up on outstanding payments

Fulham FC

London, UK

Ticketing & Membership Executive (Casual)

Aug 2024 - Present

- Managing ticket sales for both home and away games
- Facilitating the sale of travel packages for away games
- Handling inbound and outbound inquiries related to tickets and memberships
- Addressing customer feedback and resolving complaints professionally
- Updating and maintaining accurate supporter database records
- Coordinating the preparation and dispatch of match tickets

Camden Town Youth FC

London, UK

Football Coach (U8-U16)

Nov 2023 - Present

- Leading football training sessions and matchdays for U8-U13 teams
- Providing support for U14–U16 teams during training and development
- Assisting in player evaluation, selection, and scouting processes
- Contributing to the development of a seasonal coaching program and vision
- Managing player attendance records and documentation
- Performing health and safety checks to uphold player welfare standards

Charlton Athletic FC Women

London, UK

Women's Team Administrator

Jan 2024 - Apr 2024

- Overseeing all game-day administration, communications, and operations for the Women's First and U21 teams
- Coordinating logistics with opposition clubs and league officials, ensuring compliance with matchday regulations
- Managing travel arrangements including transport and accommodation
- Providing administrative support to the Stadium Operations department and matchday personnel
- Organising the distribution of complimentary tickets, VIP guest attendance, and parking access
- Maintaining player records and documentation, matchday statistics, and club information on internal and League platforms (IFAS; Pro Club Portal)
- Processing documentation related to player loans and transfers
- Assisting the Club Kit Manager with kit and equipment orders
- Handling purchase orders (POs), expense management, payments, invoices, and financial documentation
- Supporting player welfare, safeguarding processes, and sponsorship commitments
- Maintaining and updating training schedules and team timetables
- Coordinating friendly fixtures throughout the season and overseeing pre-season camp logistics
- Organising team-building events for players and coaching staff
- Assisting in annual marketing, business, operations, and budget planning

Education

MSc Sport Management and the Business of Football

Birkbeck, University of London

Oct 2019 - Sep 2022

- Sport Economics and Design of Competitions
- Sport Marketing
- Sport Labour Markets
- Sport Event Management
- Sport Governance
- Sport Policy and Development
- Football Analytics
- International Sport Law
- Sport in Society
- Research Methods in Management

BSc Financial Control

University of National and World Economy

Sep 2013 - July 2017

- Enterprise & Labour Economics
- Corporate & Public Finance
- National & International Banking
- Labour & Insurance Law
- Corporate Management
- Marketing & Commerce
- Financial & Managerial Accounting
- Internal & External Auditing
- Taxation & tax control
- Economics & Political Science

Certification

FA UEFA C in Football Coaching

Apr 2025

FA Introduction in Football Coaching (Level 1)

Feb 2023

FA Level 1 in Talent Identification

Apr 2020

FA First Aid in Football (IFAI F)

May 2025

FA Safeguarding Children Course

Feb 2023

FA Playmaker

Dec 2020

FA Sudden Cardiac Arrest

Dec 2020

FA Concussion Guidelines

Apr 2020

Little Kickers South London

Operations Manager

London, UK

Apr 2021 - Jan 2024

- Managing a football academy with 50 staff members and over 2,000 children
- Operating with a six-figure budget and ensuring profitability targets are met
- General coordinating of the academy operations and venue logistics
- Performing business planning, financial management and marketing analysis
- Liaising with suppliers, booking agencies and partners
- Leading all staff management, performance evaluation, workshops and training
- Planning and executing recruitment campaigns and events
- Evaluating and interviewing job applicants
- Onboarding new employees and completing relevant documentation
- Coordinating staff shifts and class schedules
- Leading and developing the coaching vision and games programme
- Managing marketing/advertising campaigns, boosting awareness and appeal
- Building and maintaining relationships with internal and external stakeholders
- Overseeing safeguarding and health-and-safety
- Dealing with feedback and complaints from clients

Little Kickers

London, UK

Football Coach (U2-U8)

Nov 2019 - Jan 2024

- Developing training session plans in line with the organisation's guidelines
- Leading football classes for toddlers and children aged 18 months to 8 years
- Advising parents on their children's progress and development
- Managing equipment logistics and conducting health and safety checks
- Recording children's attendance and handling feedback from parents
- Training, mentoring, and assessing assistant coaches

Pro Football Academy

London, UK

Football Coach (U4-U16)

Mar 2020 - Mar 2021

- Designing training session plans aligned with the academy's development vision
- Leading U4–U12 training sessions and assisting with U13–U16 teams
- Managing player attendance records and documentation
- Contributing to talent identification and player evaluation processes

Bulgarian Online Research (KANTAR)

Sofia, Bulgaria

Pricing Executive

Jan 2017 - May 2020

- Conducting online market research for leading international brands
- Assessing internal feasibility and coordinating with external vendors
- Setting project pricing and negotiating contract terms
- Managing client onboarding and overseeing project execution
- Facilitating collaboration between project managers, partners, and vendors
- Handling commissioning and invoicing for external providers

National Lottery Sports Betting

Sofia, Bulgaria

Customer Support Executive

Jan 2016 - Dec 2016

- Delivering customer support to betting clients through chat, email, and phone
- Monitoring betting history and identifying potential fraud risks
- Verifying personal and banking documents for compliance
- Approving payments and managing the allocation of betting bonuses
- Conducting website testing and resolving technical issues

Telegraph Media

Sofia, Bulgaria

Sports Journalist (Intern)

Feb 2015 - Jul 2015

- Writing, editing, and translating sports articles
- Verifying and inputting match-day scores and league statistics
- Curating and managing graphic content for publication

Sky Park

Sofia, Bulgaria

Theme Park Receptionist

Sep 2013 - Jan 2015

- Managing bookings and providing customer service
- Processing payments, invoices and financial reports
- Overseeing safeguarding and health-and-safety

Courses

Digital Marketing Course

Software University (SoftUni)

Sep 2017 - May 2018

- Marketing Fundamentals
- Content Marketing
- Email Marketing
- SEO
- Google Marketing
- Facebook Marketing
- Instagram Marketing
- E-Commerce

Volunteering

Birkbeck Sport Management Society

Birkbeck, University of London

London, UK

Founder and Chair

Jan 2023 - Dec 2023

- Created the Society in collaboration with Birkbeck, University of London and the Birkbeck Students' Union
- Connected alumni and current students of the Birkbeck MSc Sport Management programmes in order to create a hub for members to exchange ideas, knowledge, experience and work opportunities
- Organised events such as seminars with guest speakers and networking events

Languages

English Expert ●●●●●

Bulgarian Native ●●●●●

Russian Beginner ●○○○○

Spanish Beginner ●○○○○

References

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Head of Ticketing

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Charlton Athletic Women FC

Women's First Team Head Coach

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Berni Giantsos

Little Kickers

Franchise Owner

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Sean Hamil

Birkbeck, University of London

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