

CARL-GEORG GEHRKE



PERSONAL

- Name**
Carl-Georg Gehrke
- Address**
Carrer d'Eduard Bosca 29
46023 Valencia
- Phone number**
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- Email**
carl-georg-gehrke@t-online.de
- Date of birth**
29-01-1999
- Gender**
Male
- Nationality**
German
- Driving license**
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- Website**
www.fotaunited.de
- LinkedIn**
<https://www.linkedin.com/in/carl-gehrke/>

LANGUAGES

German	★★★★★
English	★★★★★
Spanish	★★★★★
French	★★★★★
Italian	★★★★★

EDUCATION AND QUALIFICATIONS

- Sep 2022 - Jul 2023 **Master of Arts**
European Sport Business School, Valencia, Spain
M.A. in International Sports Management
- Jan 2022 - Jul 2022 **Bachelor of Arts**
Lumsa Università, Rome, Italy
Erasmus Semester in Rome, Italy (M.A. classes in CSR and Communication, Italian B1)
- Aug 2019 - Jun 2022 **Bachelor of Arts**
Cologne Business School, Cologne, Germany
B.A. in Business Psychology
- Jan 2019 - Jul 2019 **Bachelor of Arts**
Findlay University, Findlay (Ohio), USA
Soccer Scholarship, B.A. in Business Management
- Aug 2017 - Jul 2018 **A levels / Abitur**
KGS Hemmingen, Hannover, Germany
A-levels (High School)

WORK EXPERIENCE

- Feb 2024 - Sep 2024 **Business Development Coordinator**
Soccer Inter-Action Academy, Valencia, Spain
 - Developed and managed academy programs, achieving a 20% increase in player enrollment monthly.
 - Event Coordination and external relations: played a key role in organizing, executing, and analyzing academy events. Served as the primary point of contact and host for visiting external teams, including FC Barcelona, Real Madrid, and Union Berlin, ensuring seamless coordination and a professional experience.
 - Utilized multilingual communication skills to successfully recruit players from over 15 countries.
- Feb 2024 - Present **Lecturer**
Cologne Business School, Cologne, Germany and Remote
 - Lecturing on International Sport Management for the master's degree program, covering key modules such as Sport Event Management, Sport Communication, Entrepreneurship and Innovation, Social Responsibility in Sport, and Sport Financing. Delivering content from a global perspective with a focus on the international football industry.
- Jan 2023 - Present **Co-Founder**
FotaUnited, Hannover, Germany
 - Launched an web app for organizing football matches and tournaments. Successfully created a community with over 500 active users in the first two years.
 - Organizing, executing and analyzing monthly tournaments with +100 players at every tournament.
 - Developed and executed a comprehensive organizational strategy,

- overseeing finance, logistics, marketing, and partnerships.
- Created impactful marketing campaigns featuring Bundesliga players like Linton Maina, driving a 30% incre
- Sep 2023 - Dec 2023 **Sales Development Representative**
Zoho, Valencia, Spain
- Proactively drove sales and pre-sales efforts, managed partner and customer relationships for the German and DACH market.
 - Enhancing market presence and customer satisfaction.
 - Executing demos of Zoho's CRM Software
- Jan 2023 - May 2023 **Admissions Advisor - Intern**
Soccer Inter-Action, Valencia, Spain
- Utilized CRM systems to qualify leads and effectively managed customer and partner relationships.
 - Enhancing admissions processes and fostering strong client partnerships.
- Jun 2021 - Aug 2021 **Intern**
Medzudo, Cologne, Germany
- Managed and created content for all social media platforms, developed and implemented marketing and growth strategies.
 - Achieved a 20% average increase in follower count across all platforms during my tenure.
- Mar 2021 - May 2021 **Intern**
Actineo, Cologne, Germany
- Developed and executed an expatriate management project to support the firm's expansion into Italy, France, and Spain.
- Feb 2019 - Jun 2019 **Volunteer**
Findlay University, Findlay, Ohio, USA
- Volunteered as a football coach for boys and girls aged 9-12 in a local community program in partnership with the University of Findlay.
 - Main focus of the coaching sessions were the technical basics of each players.



SKILLS

MS-Office: Word, Power Point, Excel	★★★★★
Canvas	★★★★★
Google Ads, Google Analytics	★★★★★
CRM Softwares: Zoho, Microsoft Dynamics, Hubspot	★★★★★



COURSES

- Dec 2019 - Dec 2019 **Football Scouting Course: Talent Identification 1 and 2**
Professional Football Scouts Association (PFSA)
- Nov 2024 - Dec 2024 **Data Analysis in Football, Level 1 and Level 2**
Professional Football Scouts Association (PFSA)
- Nov 2024 - Dec 2024 **Technical Scouting in Football, Level 1 and Level 2**
Professional Football Scouts Association (PFSA)