

# ALEK SÁNCHEZ

## GLOBAL CONTENT MANAGER AT SOCIOS.COM

Born in Havana and raised between Cuba and Spain, I've spent the past 10 years developing my career as a content creator, editor and manager, always focused on the football industry.

I'm currently in charge of the in-app content for Socios.com, where we've prioritized our brand growth, collaborating with some of our partners, such as FC Barcelona, Paris Saint-Germain, Manchester City, SL Benfica, Arsenal, the Argentinian Football Federation or Atlético de Madrid.

## LAST PROFESSIONAL EXPERIENCES

### CONTENT MANAGER

2021 - act.



Management of an international team of content creators, supporting the brand growth across multiple channels with special focus on the in-app content using a gamification system.

### CONTENT CREATOR

2019



Content creator and hoster of the Youtube channel 'Campeones' with +500k subscribers, mainly focused on the Spanish and LATAM football audiences.

### CHIEF EDITOR

2015 - 2018



Management and edition of the content published in MARCA Plus, the digital magazine of the MARCA newspaper. International football journalist.

### CONTENT MANAGER

2015 - 2016

### THE OBJECTIVE

Monitoring sports news, writing articles, planning content and writing news for The Objective. In charge of the sports section "Jornada".

## MAIN FORMATION AND HOBBIES

Universidad Complutense de Madrid

POLITICAL SCIENCE

2014 - 2019

PFSA - Professional Football Scouts Association

FOOTBALL TALENT IDENTIFICATION - LEVEL 2

2023 - 2024

DATA ANALYSIS - LEVEL 1

CD Leganés

ACADEMY PLAYER IN 4TH AND 3RD DIVISION

2018-2019

## CAMPAIGNS



RIVER PLATE



SL BENFICA



SOCIOS.COM



MAN CITY

EC HABIA



FC BARCELONA



MILLONARIOS FC



ATLETICO DE MADRID



SOCIOS.COM



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## CLASSIC "ABOUT ME"

|                |   |                         |
|----------------|---|-------------------------|
| Key date       | : | 4 July 1995             |
| My roots       | : | La Habana, Cuba         |
| Passports      | : | Spanish and Cuban       |
| Main languages | : | Spanish and English     |
| A song         | : | Champions League anthem |
| A strength     | : | Imperturbable           |
| A weakness     | : | Beer                    |
| An identity    | : | AFC Ajax                |
| A campaign     | : | Quilmes - Coincidencias |
| A book         | : | The Shadow of the Sun   |
| A country      | : | Argentina               |

## DAY-TO-DAY TOOLS

MONDAY.COM

TYPEFORM

METABASE

TABLEAU

NOTION

ADOBE PHOTOSHOP

CHAT GPT-4

WORDPRESS

PEN AND PAPER (THE REAL ONES)

## REFERENCES

### REDA MAHER

Global Head of Content, Socios.com

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### COLETTE AGUILAR

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