

Omar El Rachidi

CAREER OBJECTIVE

Detailed-oriented Football Technical & Scouting Analyst with a strong track record in player recruitment, squad planning, and data-driven tactical analysis. Trusted by club leadership to work directly with the Sporting Director, playing a pivotal role in identifying, analyzing, and securing key signings that align with the club's long-term strategy. Adept at leveraging advanced scouting tools and performance data to drive informed decision-making in a high-performance football environment.

WORK HISTORY

Al Jazira Football Club – Football Technical & Scouting Analyst

 Abu Dhabi, UAE |  09/2022 – Present

Outline:

Working directly with the Sporting Director—formerly **Mike Rigg**, currently **Scott Sellars**—in my role as Technical & Scouting Analyst, delivering data-driven insights to support recruitment strategy, squad planning, and performance analysis at the first-team level.

- **Player Scouting & Recruitment:** Spearheaded the identification and acquisition of key talents through advanced data analysis and scouting insights, ensuring alignment with the club's tactical philosophy and long-term objectives.
- **Key Decision-Making Role:** Work directly with the Sporting Director in squad-building decisions, ensuring strategic player acquisitions that strengthen the team.
- **Data-Driven Insights:** Applied StatsBomb, Wyscout, Smartabase, PMA, and Hudl to evaluate player performance and identify strategic recruitment opportunities.
- **Tactical & Match Analysis:** Produced pre-match analysis reports and opponent scouting insights to aid coaching decisions.
- **Squad & Loan Management:** Oversaw short-term and long-term squad planning, including monitoring loaned players' performances and providing weekly reports to the Sporting Director.
- **Academy Development:** Led a strategic collaboration project with City Football Group to enhance Al Jazira Academy operations.
- **Performance Tracking:** Developed dashboards and data visualization tools using Smartabase to analyze player performance and identify improvement areas.

Key Achievements:

- Played a central role in the successful scouting and recruitment of high-impact signings including Vinicius Mello, Ravil Tagir, Ramon Mierez, Ibrahim Adel, Willyan Rocha, and Igor Serrote—each aligned with the club's tactical needs and long-term vision.
- Played a key role in Al Jazira's ADIB Cup triumph, with three of our signings—Ramon Mierez, Ravil Tagir, and Vinicius Mello—earning Team of the Season honors, showcasing the success of strategic recruitment and performance-focused scouting.

MGS – Marketing & Sales Coordinator

 Kuwait City |  02/2019 – 07/2022

- Developed marketing campaigns using Salesforce CRM & LinkedIn Sales Navigator to generate and qualify leads.
- Successfully converted 10+ leads per month into new business opportunities.
- Assisted in closing deals for clients such as Yiaco, Ahli Bank of Kuwait, Boubyan Bank, Dar EL Shifa, and KIPCO.
- Attended advanced training in OpenText EIM, Automation Anywhere RPA, and SAP ERP solutions.

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 [Portfolio](#)

TECHNICAL SKILLS

Football Analysis Software: StatsBomb, Wyscout, Smartabase, PMA, Hudl, Transferroom

Scouting & Recruitment: Squad planning, talent identification, performance tracking

Tactical Analysis: Pre-match & opposition analysis, video breakdowns

Data & Report Generation: Performance visualization, dashboard creation

EDUCATION

Professional Master's in Football Business

 Football Business Academy, Switzerland |  03/2022 – 03/2023

Bachelor's in Computer Science

 American University of Beirut, Lebanon |  09/2015 – 12/2019

CERTIFICATIONS

Advanced Football Tactical Analysis – Barca Innovation Hub

Analyzing Football Using Video – StatsBomb

PFSA Level 1 Talent Identification in Football – PFSA

PFSA Level 1 Opposition Analysis – PFSA

AFC Coaching License (Level D) – AFC

Languages

English - Fluent

Arabic - Native