

PERSONAL INFORMATION

- Félix Martín Gimeno
- Mobile Phone: +34 618228131
- Email: f.martingimeno@outlook.es
- Languages: Spanish (mother tongue), English C2, French B2, Portuguese C1.
- Advanced Microsoft Office Skills: Excel, Word and Power Point

PROFESSIONAL EXPERIENCE



Streaming Editor, Max Sports at Warner Bros. Discovery (September 2019 – Present)

- Responsible for day-to-day operations of Sports content for the Spanish market.
- Premium content management in CMS (Content Management System) and VMS (Video Management System) environments and Quality Assurance (reporting technical issues).
- Deliver operational consistency and efficiency in promoting the sporting calendar on Max.
- Communicate clearly with relevant stakeholders to manage internal expectations and priorities of the market strategies.
- Collaborate with Analysis & Insights team to receive the right data to inform directors. Partner with Product, Data, Marketing, and other relevant business units to contribute to the market deliverables.
- Manage and influence the presentation of assets on Max.
- Manage, operate and influence workflows and tooling to make sure all content types and assets are published to the platform with consistent and accurate metadata and design.



Press Office and Communications Department at Real Madrid CF (February 2018 - August 2019)

- Acting as the media's point of contact at Real Madrid, answering media enquiries and preparing necessary statements.
- Organization of press conferences, post-match mixed zones and flash zones according to LaLiga, UEFA, ACB and Euroleague requirements.
- Supervision of player interviews. Preparation of press kits, official statements and match dossiers
- Management and preparation of accreditations for club events: player presentations, LaLiga, Champions League and Copa del Rey matches, in addition with the 2018 Copa Libertadores final held in Madrid.
- Organization of the Euroleague Media Day prior to the 2018 Final Four.

OTHER PROFESSIONAL EXPERIENCE



LX Group Marketing Brazil, Production Department

- Production of Real Madrid's Marcelo Vieira 'See it in Prizm' campaign with Oakley Brazil aired in August 2019. The whole campaign was made in Portuguese.

EDUCATION AND FORMATION

Centro de Estudios Garrigues: Executive Program in Sports Management, SBA Sports Business Administration (2020-2021). Tier 1 student.

Real Madrid Graduate School Universidad Europea: Master's Degree in Communications and Sports Journalism (2017-2018). Tier 1 student.

Universidad Complutense de Madrid: Journalism degree (2013-2017). International experience:

- **Universidade São Paulo** (2016-17), Banco Santander Scholarship. All courses were taken in Portuguese.
- **SciencesPo Paris** (2015-16), Erasmus Scholarship. All courses were taken in French and English.