

EMILIO ANDRADE MATUK

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PROFESSIONAL PROFILE

Graduate from business management from CESA and from the master in football business at the FBA. High oral and writing level in both english and spanish. Excellent in group projects.

I have experience in branding, social media, communications and marketing campaigns. In constant learning. Interested in football, marketing and comercial areas

EXPERIENCE

Accreditations Manager u-20 FWWC

Colombia 2024:

During the last world cup held in Colombia i work as an accreditation manager having a team of over 70 people under my management. We deliver the tournament with no troubles and print over 5000 accreditations in 4 venues and 3 different cities across the country

TLO Chilean national team and Libertad Limpeño:

I had the opportunity to participate in the Copa america and Copa Libertadores Femenina 2023 as the link between Conmebol and the teams. I provided logistical support in aspects such as security, transportation, health and any help the delegation needed during the tournament. I also got a recomendation letter from libertad due to the good quality of my Job

Real Club Deportivo España (2023)

Marketing and sales intern:

I did my internship for my master's program in football business. I have developed a marketing strategy in order to bring more fans to the stadium and impulse the selling of the clubs merchandizing. I helped the club to open their 2 first stores

SAP (2022) Field Marketing Analyst

I worked in the marketing area where I plan and execute different events for c-levels to encourage more demand generation.

Cabify transportes S.A.S (2020-2021) Growth intern

Managed communications for both drivers and users. I also had full management over the companies social media in Colombia (Facebook, Twitter, instagram and tiktok), finally I worked on different marketing campaigns and sponsorships.

Hb International Corp SA. (2015)-Logistical support and translations

I helped in the logistical support in the negotiations with an american supplier translating for both parties, at the end the negotiation was succesfull.

LANGUAGE

- Spanish (Native)
- English (Advanced)

ACADEMIC RESEARCH

- Undergraduate Thesis on how to bring more people to the football stadiums in Bogotá (2021)
- Student Business Project (master's degree final project) on how to bring more women in to the K-league stadiums, in partnership with the Korean Football League (2023)

REFERENCES UPON REQUEST

ACADEMIC BACKGROUND

Colegio de Estudios Superiores de Administración (CESA) (08/2016-2021)

Business Management graduate.

Master in Football Buisinees at The Football Business Academy (09/2022-09/2023)

Sir James Dunn Academy: Exchange student

(Canadá) (07-11/2010)

COURSES

- Sport Management (2020) Universidad Javeriana
- The Business of football (2020) The Open University
- Excel for finance and modelation. (2020) CESA
- Certification "Bloomberg Market Concepts". (2019)

HONORS

- Excelence medal Sir James Dunn (2010)
- Best scout leader 65 group (2012)

VOLUNTEERINGS

- Navidad el codito (2015): Giving Christmas presents to children in need
- Manos por Colombia (2012-2016): Helping different remote communities all across Colombia to satisfy their basic needs (water, electricity and building schools)
- Cerros de Bogotá (2021): Helping re-plan with native species the mountains near Bogotá.

PC PROGRAMS

- Advanced abilities in Microsoft office with excel emphasis.
- Advanced abilities on Tableau
- Taxi for email
- Basic in SAP dashboards and programs
- Advanced abilities on Instat