

Omar El Rachidi

CAREER OBJECTIVE

Detail-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

- **Player Scouting & Recruitment:** Led the scouting and signing processes for **Vinicius Mello, Ravil Tagir, Jay Dee Guesens, and Ramon Mierez**, identifying top talents through in-depth data analysis.
- **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.

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**.

📍 Abu Dhabi, UAE
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TECHNICAL SKILLS

- Football Analysis Software:** StatsBomb, Wyscout, Smartabase, PMA, Hudl
- 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