

GABY BRACAMONTE

Bilingual (Spanish/English) | Sports, Business & Hospitality Professional | Based in Barcelona

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PROFESSIONAL SUMMARY

I bring over ten years of experience across luxury, hospitality, music and sports operations, having worked with organisations such as Tiffany & Co., Apple, Wembley Stadium, and Leeds United FC.

My strength lies in connecting people through meaningful experiences, combining emotional intelligence, effective communication, and operational precision. After completing a Sports Director Diploma, I've been focusing on the intersection between business partnerships, fan engagement, and innovation, exploring how football organisations can strengthen relationships within and their communities.

RELEVANT EXPERIENCE

LUXURY RETAIL ADVISOR & EVENT ASSISTANT - TIFFANY & CO. | NL & UK | 2022-PRESENT

- Surpassed €1.15M net sales in under 12 months; consistently exceeded targets.
- Delivered the highest store NPS (96%) by creating personalised client experiences.
- Led VIP tours and activations, integrating luxury storytelling with hospitality excellence.
- Coordinated with cross-functional teams to ensure seamless high-end client journeys.

EVENT ASSISTANT - WEMBLEY STADIUM (THE FA) | LONDON | 2022-2023

- Delivered immersive football storytelling to +8,700 visitors from 40+ countries.
- Contributed to 4.7/5 TripAdvisor reviews and +11% merchandise revenue.
- Assisted in matchday, NFL & concert operations, ensuring safety, efficient logistics & memorable VIP experiences.

HOSPITALITY STAFF - LEEDS UNITED FC | UK | 2021-2022

- Supported matchday hospitality during Marcelo Bielsa's tenure.
- Ensured high-quality guest experience under peak traffic conditions.

EXECUTIVE ASSISTANT & PROJECT COORDINATOR - FRASER T. SMITH (GRAMMY WINNER) | UK | 2019-2020

- Managed global projects, logistics, estate and studio operations for an HNWI.
- Saved £22K in 6 months through strategic cost reductions.
- Coordinated with artists, labels, legal and finance teams on high-profile projects.

HEAD RECEPTIONIST & OFFICE MANAGER - METROPOLIS STUDIOS | LONDON | 2017-2018

- Promoted from receptionist to lead FOH operations in Europe's largest recording studio.
- Managed 18 staff, payroll, rotas and events for brands and artists.
- Designed and launched VIP tour programme to increase annual revenues.

EDUCATION

Managing Director in Sports – Barça Innovation Hub, Spain (2025)

Master's in Sports Journalism – Esneca Business School, Spain (2024)

Law & Social Sciences Degree – University of Buenos Aires, Argentina (2011)

KEY SKILLS

Business Development & Partnerships | Sports Event Operations | Strategic Planification | Fan & VIP Experience
Storytelling | Client Relationship Management | Leadership Support | Multi-Cultural Collaboration | Tech Savvy

VOLUNTEERING & INTERESTS

- Women Football Club – Global Project Manager (Today)
- Girls I Rate – Events & Social Media Coordinator, empowering women in creative industries (2016-2018)
- Football (Messi-Bielsa inspired) | Food | Travel | Fitness | Sustainability | Music