

# BERNARDO BELEZA DE ALMEIDA



## CONTACT

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BERNARDO-BELEZA-DE-ALMEIDA/

## LANGUAGES

### • PORTUGUESE

Native  
Fluent Speaker

### • ENGLISH

Fluent Speaker  
C1 CERTIFICATE (MAY 2014)

### • SPANISH

Fluent Speaker

## COURSES & CERTIFICATES

### • TENNIS COACH - LEVEL 1

FEDERAÇÃO PORTUGUESA DE TÊNIS  
JUL 2019

### • MARKETING PLANS FOR SPORTS ORGANIZATIONS

CONFEDERAÇÃO DO DESPORTO DE PORTUGAL  
OCT 2016

## VOLUNTEER

### • PROJETO S(AB)E(R) - STUDY ROOM

2012 / 2013

## EXPERIENCE



### • OPERATIONS MANAGER

AIM SPORT

| MAR 2023 -

- **Digital Overlay® Operations Manager:** Production management for Real Madrid CF, Sevilla FC, Paris Saint-Germain, Olympique Lyonnais, Olympique de Marseille, FC Inter, AC Milan, AS Roma & UEFA VBR. Technology integration, activity planning, budget monitoring, crew allocation & accreditation.
- **Production Manager:** On-Site Production Coordinator at Estadio Santiago Bernabéu, Estadio Ramón Sánchez-Pizjuán, San Siro, Stadio Olimpico
- **UEFA VBR Manager:** On-Site Production Coordinator (**Emirates Stadium - Arsenal FC**)



### • TRAINING PROGRAM COORDINATOR

LIGA PORTUGAL

| AUG 2022 - MAR 2023

- Training programs for Sports Agents
- Training and evaluation programs for Match Delegates
- Liga Portugal bwin, Liga Portugal Sabseg & Allianz Cup Matchday Operations

#### PROJECTS:

- **21ª Ação de Formação de Delegados** (AF Santarém): Event Manager
- **Thinking Football Summit 2022:** Transports and Parking - Project Manager
- **Final Four Allianz Cup 2023:** Accreditation - Project Manager



### • OPERATIONS MANAGER

NUPEMED HEALTHCARE

| JAN 2021 - DEC 2021

- Main responsibility was to improve business functionality to align with core business objectives.
- **BRAND MANAGER** - Frezyderm Portugal
- Financial Advisor

### • FINANCE ASSISTANT

NUPEMED HEALTHCARE

| JUL 2020 - JAN 2021

- Main responsibilities included updating financial spreadsheets with daily transactions, making cost analysis reports and keeping records organized (6 months **internship**)



### • TENNIS COACH

SPORT CLUBE ALBERTO DE SOUSA  
ESCOLA DE TÊNIS JOÃO FERREIRA DA SILVA

| JAN 2019 - JUL 2020

- Led group or individual tennis lessons and practices. Worked side by side with my tutor, tennis academy owner and head coach João Ferreira da Silva.
- Main responsibilities also included scheduling and developing practice plans, assessing player skills, progression, motivation and helping athletes in competition.

## EDUCATION



### • MASTER'S DEGREE IN SPORT MANAGEMENT

JOHAN CRUYFF INSTITUTE  
UNIVERSITAT AUTÒNOMA DE BARCELONA

| JUN 2022

FAN ENGAGEMENT INTERNSHIP - CE L'HOSPITALET



- 200 hours **internship** to complete the Master's Degree in Sports Management.
- Comprehensive analysis of the Club in terms of marketing communication and local perception
- Development of fan engagement strategies
- Implementation planning of fan engagement strategies



### • POSTGRADUATE IN PROFESSIONAL FOOTBALL - MANAGEMENT & ORGANIZATION

UNIVERSIDADE CATÓLICA PORTUGUESA  
LIGA PORTUGAL

| JUL 2021



### • BACHELOR'S DEGREE IN ECONOMICS

FEP - UNIVERSITY OF PORTO

| JAN 2021

To whom it may concern,

I am writing to express my keen interest in the Brand Manager position at your Club. With a deep-rooted passion for football and a career trajectory that has seen me immersed in various facets of the sport, I am excited about the prospect of contributing to your esteemed organization.

Having previously worked within a league and a relevant commercial provider, and having had the opportunity to experience the dynamics of football firsthand, I have developed a profound understanding of the industry. These experiences have not only fuelled my passion for the sport but have also equipped me with a diverse skill set that I believe aligns well with the requirements of the Brand Manager role.

Transitioning to a role within a club and delving deeper into the realm of marketing has been a natural progression for me. I am drawn to the intricacies of brand management and the opportunity to play a pivotal role in shaping the narrative and image of a football club.

My academic background, coupled with my practical experience, has provided me with a solid foundation in marketing principles and strategies. I hold a firm belief in the power of effective branding to resonate with audiences and drive engagement. Moreover, my familiarity with the football landscape, coupled with my creativity and innovative thinking, positions me well to contribute fresh ideas and perspectives to the club's initiatives.

Joining a Top Division Football Club in Spain would not only be a career milestone for me but also a chance to combine my passion for football with my professional expertise in marketing. I am committed to leveraging my skills and experience to elevate brand presence and contribute to its continued success in the global football community.

Thank you for considering my application. I am enthusiastic about the opportunity to contribute to your legacy and look forward to the possibility of joining your team.

Yours sincerely,

Bernardo Beleza de Almeida

Madrid, May 2024



Barcelona, July 22<sup>nd</sup>, 2022

**Recommendation Letter**

To whom it may concern,

I am writing this reference at the request of Bernardo Beleza de Almeida who might be applying for a job position at your Company.

I have known Bernardo for more than a year in my capacity as a Director of the Online Programs at Johan Cruyff Institute for Sports Studies in Barcelona, as a professor of different modules and as a tutor of his internship.

Bernardo participated on a consultancy project about Fan Engagement and demonstrated a svery positive attributes and skills towards the project. Based on Bernardo's participation during our tutorial sessions, execution of the given activities and tasks, willingness to learn and to better understand the world of sport business, I'd rate Bernardo academic performance in this project as superior.

Bernardo has several strengths to offer for all kind of projects. He has always positive and proactive attitudes that along with his great passion for sport and thinking out of the box allow him to deal with all kind of situations.

In conclusion, I would highly recommend Bernardo. If his performance during this project is any indication of how he'd perform, Bernardo will be a very positive addition and could become a great asset for your Company. If you should ever need any additional information, please do not hesitate to contact me anytime.

Sincerely,

Lukas Dorda  
Director of Online Programs  
Johan Cruyff Institute

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