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alek.sanchez40@gmail.com

CLASSIC “ABOUT ME”

- Key date : 4 July 1995
- My roots : La Habana, Cuba
- Passports : Spanish and Cuban
- Main languages: Spanish and English
- A song : Champions League anthem
- A strength : Imperturbable
- A weakness : Beer
- An identity : AFC Ajax
- A campaign : Quilmes - Coincidencias
- A book : The Shadow of the Sun
- A country : Argentina

DAY-TO-DAY TOOLS

- MONDAY.COM
- TYPEFORM
- METABASE
- TABLEAU
- NOTION
- ADOBE PHOTOSHOP
- CHAT GPT-4
- WORDPRESS
- PEN AND PAPER (THE REAL ONES)

REFERENCES

REDA MAHER
Global Head of Content, Socios.com
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COLETTE AGUILAR
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ALEK SÁNCHEZ

GLOBAL CONTENT MANAGER AT SOCIOS.COM

Born in Havana and raised between Cuba and Spain, I've spent the past 10 years developing my career as a content creator, editor and manager, always focused on the football industry.

I'm currently in charge of the in-app content for Socios.com, where we've prioritized our brand growth, collaborating with some of our partners, such as FC Barcelona, Paris Saint-Germain, Manchester City, SL Benfica, Arsenal, the Argentinian Football Federation or Atlético de Madrid.

LAST PROFESSIONAL EXPERIENCES

CONTENT MANAGER

2021 - act.



Management of an international team of content creators, supporting the brand growth across multiple channels with special focus on the in-app content using a gamification system.

CONTENT CREATOR

2019



Content creator and hoster of the Youtube channel 'Campeones' with +500k subscribers, mainly focused on the Spanish and LATAM football audiences.

CHIEF EDITOR

2015 - 2018



Management and edition of the content published in MARCA Plus, the digital magazine of the MARCA newspaper. International football journalist.

CONTENT MANAGER

2015 - 2016



Monitoring sports news, writing articles, planning content and writing news for The Objective. In charge of the sports section "Jornada".

MAIN FORMATION AND HOBBIES

Universidad Complutense de Madrid
2014 - 2019

POLITICAL SCIENCE

PFSA - Professional Football Scouts Association
2023 - 2024

FOOTBALL TALENT IDENTIFICATION - LEVEL 2
DATA ANALYSIS - LEVEL 1

CD Leganés
2018-2019

ACADEMY PLAYER IN 4TH AND 3RD DIVISION

CAMPAIGNS



RIVER PLATE



SL BENFICA



SOCIOS.COM



MAN CITY
EC HABIA



FC BARCELONA



MILLONARIOS FC



ATLETICO DE MADRID



SOCIOS.COM