

# LUIS ALEJANDRO MARTINEZ ROJAS

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Creative, innovative, and entrepreneurial - minded professional. Currently working with Angel City FC as a part time consultant scout. Bachelor Science in Sports Management. Passionate about football and how to improve systems inside clubs and in the industry.

## EXPERIENCE

OCT 2023 – PRESENT

**CONSULTANT SCOUT**, ANGEL CITY FC

- Video analysis, to assess player performance and skills comprehensively.
- In depth player research, to understand background, strengths, weaknesses, and potential within the team.
- Team style analysis to ensure that recruiter players align with desire playing style.

MAY 2022 – MAY 2023

**ACCOUNT MANAGER SALES, TICKETING TEAM**, ANGEL CITY FC

- Maintain and increase a 15,000-season ticket holder fan base for a new women soccer team in Los Angeles, CA.
- Accomplish sales goals.
- Understand a variety of ticket packages. Season, Group, Premium, Mini Plan and Game by game.
- Keep a close interaction with clients looking for future opportunities.
- Find new leads, clients and book of business.
- Manage systems such as Microsoft Excel, Microsoft Word, Outreach and Salesforce.

NOVEMBER 2021 – PRESENT

**CO-FOUNDER**, GLOBOFOOTBALL

- SaaS Start-Up company. The new Ecosystem platform creating solutions for the football industry.

SEPTEMBER 2021 – APRIL 2022

**MAIL CENTER STUDENT WORKER**, GRAND CANYON UNIVERSITY

- Scanning packages into the system.
- Delivering packages to customers.
- Customer Service.

**JUNE 2021, AUGUST 2021**

**CAMP COUNSELOR SUMMER CAMP, EDEN PRAIRIE**

- Supervising Young Campers.
- Leading Recreational Activities.
- Resolve occasional fights and arguments between campers.

**SEPTEMBER 2020, APRIL 2021**

**GCU ARENA- GUEST SERVICE REPRESENTATIVE**

- Customer service.
- Give general information about the event.
- Complete knowledge of arena seating- entrances and exists.

**JUNE 2018, AUGUST 2018**

**JOY OF THE PEOPLE SUMMER COACH, JOY OF THE PEOPLE (JOTP)**

- Volunteering work specifically focused on coaching soccer for kids around 8-16 years old.

**SEPTEMBER 2018, MARCH 2020.**

**COMPUTER LAB ASSISTANT, HARRIS STOWE STATE UNIVERSITY**

- Help any students with information about Microsoft, Excel and Power Point
- Customer Service.

## **EDUCATION**

**APRIL 2022**

**BS SPORT MANAGEMENT, GRAND CANYON UNIVERSITY**

- 3.1 GPA.
- Introduction to Entrepreneurship Training – Certificate.

**MARCH 2020**

**BUSINESS MANAGEMENT, HARRIS STOWE STATE UNIVERSITY**

- 3.8 GPA

## SKILLS

- Teamwork
- Leadership
- Communication
- Sales
- Work Ethic
- Business Management knowledge
- Football Industry Knowledge
- Bilingual, Spanish & English

## CERTIFICATIONS

- ***Sports Industry Essentials.*** Careers in sports management, global expansion of sports, sports Analytical and big data, sports and digital media, sports event management, and the future of sports. *Columbia University school of Professional studies.*
- **Academic All – Conference by American Midwest Conference (AMC).**
- ***HSSU provost honors list.***
- ***NAIA Soccer athlete (2018-2020)***
- ***NAIA Daktronics scholar award***

*I have a strong work ethic headed by core values that are important inside a work team or any kind of job environment. I strongly believe that my experience and knowledge about the soccer industry will prove to be a valuable resource for any business.*