

Juan Segundo Raggio

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EDUCATION

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| Universidad Torcuato Di Tella , Buenos Aires, Argentina | March 2019 - July 2023 |
| Bachelor of Business Administration | |
| Cardinal Stritch University : Milwaukee, USA | August 2018 – December 2018 |
| Student - Athlete | |
| St. Catherine's Moorlands School , Pilar, Buenos Aires – <i>International Baccalaureate Diploma Bilingual Bachelor</i> | February 2013 – December 2017 |
| École Jeannine – Manuel , Paris, France | December 2009- December 2012 |
| Junior High School | |

WORK EXPERIENCE

The Walt Disney Company, Buenos Aires, Argentina December 2023 - Present

LATAM Regional Sports Marketing Coordinator (ESPN & STAR+/ Disney+)

- D2C Marketing.
- Leading and supervising campaigns in OOH, paid media, social media, on-air, in – house for main tournaments: Conmebol Libertadores and Sudamericana, Argentina and Uruguay first division, Concacaf Champions Cup, Men and Women's Gold Cup. Conmebol Qualifiers in Chile
- Region includes: LATAM except Brazil and Mexico. Direct support to Central America.
- Budget control of ESPN and Disney+ expenses
- Support Production's decision on talents' promotion
- Merchandising and Brand presence on venues.

Marketing Sports Intern (ESPN)

August 2022 – February 2023

- Budget control of ESPN expenses and invoices
- OOH Campaigns, merchandising and Brand presence in venues.

Sports & Talent Studio, Buenos Aires, Argentina

March 2020 - Present

Recruiting Coordinator

- Cold calling prospects willing to pursue a degree in USA with a soccer scholarship
- Meeting with parents and explaining their son's potential career path and expectations
- Coaches' hospitality, hotel booking, transport and leisure activities
- Brand presence in venue.

Malmö FF, Malmö, Sweden

March 2023 – Present

First team Scout

- Scouting first division in Croatia, Argentina, Uruguay, Japan and agent's recommendations.

SKILLS, LICENSES & INTERESTS

- **Languages:** English (Full professional proficiency), Spanish (Native), French (C1 level)
- **IT Proficiency:** Microsoft Office (Excel, Powerpoint), Wyscout
- **International Baccalaureate Diploma**
- **French Certificate C1**