

Miguel Angel Gomez Labougle

BIRTH DATE: NOVEMBER 22ND, 1985.

BIRTH PLACE: TAMPICO, TAMAULIPAS.

CITIZENSHIP: MEXICAN.

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Objectives and Goals

Professional

To upgrade my knowledge and skills constantly in Product Marketing and Sports Marketing, in order to make a difference in everything I do.

Personal

To grow in the sports industry by reaching my dream of pursuing my personal and professional goals, additionally contribute with the company by encouraging people to accomplish the same goals through sports.

Education

Johan Cruyff Institute

May 2012 - Currently Studying

Mexico City.

INTERNATIONAL MASTER OF ADMINISTRATION IN FOOTBALL

(FOCUSED ON MARKETING AND COMMERCIALIZATION IN FOOTBALL)

Autonomous University of Tamaulipas

August 2004 - December 2009

Tampico, Tamaulipas.

BACHELOR IN LAW (FOCUSED IN BUSINESS CONTRACTS)

Work Experience

Liga MX, Ascenso MX & Copa MX (Mexican Football League System)

(September 2012 - December 2012)

- Supported Commercial & Marketing Director in promotional and marketing alternatives to promote the Liga MX (Mexican 1st. Division Football League), Ascenso MX (Mexican 2nd. Division Football League) and Copa MX (Mexican Cup).

- Supported in sports marketing and sales strategy to create competitive advantages for the Liga MX Store and Liga MX Store Online to promote the Liga MX, Ascenso MX and Copa MX.
- Innovate Social Media Marketing Strategies to increase traffic, sales and optimize ROI for the Liga MX Store and Liga MX Store Online to promote the Mexican Football League System.

Sport

- Amateur Football player, 1 to 3 Multiple Teams.
- Amateur Bowler, 2 Multiple Teams.
- Football Tournaments at *Autonomous University of Tamaulipas*.

Personal Skills, Abilities and Qualities

- Positive attitude and energy.
- Adaptability and flexibility.
- Strong interest in traveling, other cultures and learning.
- Professionalism and work ethic.
- Passion for commercialization and marketing.
- Problem-solving and creativity.
- Able to take risks and experiment.

Others

LANGUAGES

Spanish: Native Speaker

English: Fluent Speaker

SOFTWARE

Windows - Microsoft Office

Mac OS X - Pages, Keynote, Numbers

SOCIAL RESPONSIBILITY

Community Service:

Providing help and giving hope to communities with economic and social needs.

San Luis Potosi, Mexico.