

Rodolfo Pichardini

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Education

Universidad Panamericana

Bachelor of Arts, Business and Management

Mexico City, Mexico

Expected Graduation: 2024

Collective Academy

Collective Compass (professional gap year)

Mexico City, Mexico

2020-2021

- Selected as one of Latin America's top 20 youth for the program's Inaugural Class.

Additional Professional Courses

- The Marketing Seminar by Seth Godin
- Facebook Ads Blueprint by Facebook
- Método LANZA by Escuela Nuevos Negocios

Work Experience

HO SOCCER México | CEO

2019 - Present

- Launched a goalkeepers' product specialized brand in Mexico.
- Making weekly educational content in social media (Instagram, YouTube and Facebook), grew the community to 10,000+ followers in three months.
- Executed Facebook Ads through targeting and retargeting strategies.
- Recruited 5 professional goalkeepers as brand ambassadors.
- *Results:* MXP\$120,000+ in sales from 600 customers through our website and distributors.

Porterología | Founder

2017 - Present

- Social platform for goalkeepers across Instagram, TikTok and YouTube.
- Recording, editing and distributing more than 10 pieces of content per week.
- Grew to 90,000+ followers in Instagram and YouTube in two years. 120K+ followers on TikTok in less than 4 months. Got to 10 million views in less than three years.

Technical Skills

- Computer Programming: HTML5 (Basic).
- Video Design and Edition: Professional camera management, Final Cut Pro X (video editing).
- Digital Sales: Shopify, advanced Facebook Ads campaigns.

Interests

- 100% Bilingual in English and Spanish.
- Learning and implementing, testing and pivoting.
- Football, technology, social media, business strategy, brand innovation and marketing.