

FELIPE GALVEZ TABACH

Portfolio

Seven years of experience in professional soccer



SOCCER AS A CAREER EXPERIENCE

This is a summary of seven years working for professional soccer clubs, national federations, and continental tournaments.

This is also the sum of strategy, creativity, innovation and technology, spiced up with a lot of passion that only soccer can deliver.

The order is chronological, starting with the most recent and relevant pieces of work of this journey, from strategic positions up to execution roles.



Official pre-match meetings - Copa América, 2019



As Conmebol Media Officer I was responsible for:

- Brief about press related regulations and obligations, such as conferences, interviews, official open trainings.
- Inform about marketing activations during the tournament, such as Man of The Match, Stadium Tours.
- Advice about the regulations related to the use of unbranded jerseys and other sport items.



Official matches - Copa America, 2019



Brasil vs Argentina
Copa América 2019



- Pre Match Ceremony Coordination
 - Teams flags entry
 - Photographers and broadcast positions
 - Countdown for teams entry
 - Communication with Infotainment system
- Overseeing branding of Pre Match Ceremony
- Report official information about the match to the broadcast system
- Choosing players for Flash Interviews



Press conferences - Copa America, 2019



Organized and hosted official press conferences of:

- Uruguay
- Brazil
- Argentina
- Ecuador
- Venezuela
- Japan
- Paraguay



Sponsors activations - Copa América, 2019



eSport - Chilean Soccer Federation, 2018



Creation and organization of the first official eSport Tournament with professional soccer clubs in LatAm.

- Negotiated the naming and sponsorships agreements
- Supervised the live events organization
- Author of Rules and Conduct Code
- Editor of the website and social media content



South American Tournaments - Conmebol, 2017-18

Brand Manager of Sudamericano U-17 and Women's Copa America tournaments

Logo design and stadiums branding
responsable

Inauguration and closing ceremonies
organization

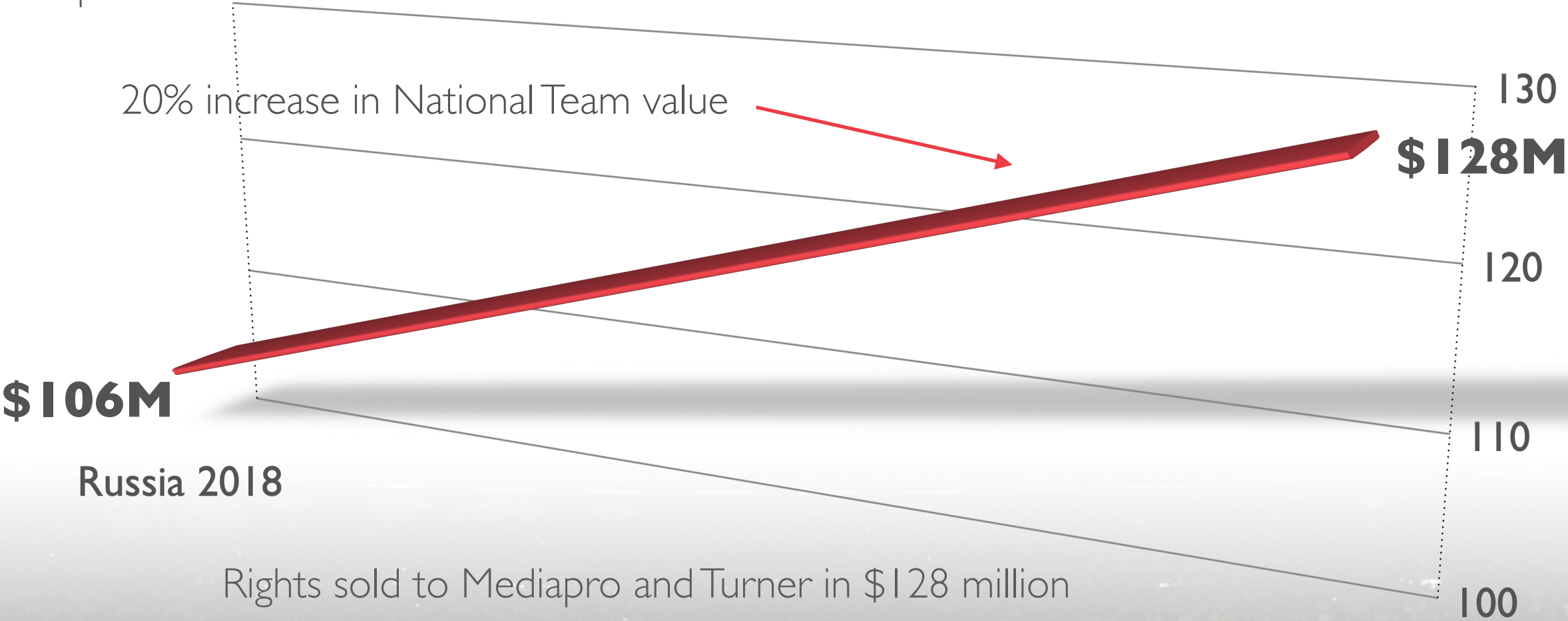


Mascot creation,
merchandising and
marketing activations



Sponsorship - Chilean Soccer Federation, 2017

I was part of the negotiation team that licensed the use of TV & Commercial Rights of Chilean National Team for the FIFA Qatar World Cup Qualification process.



Russia 2018

Rights sold to Mediapro and Turner in \$128 million

Qatar 2022

Millions of dollars

Press conferences - Colo Colo, 2012-2015



- Briefing players and coaches
- Managing press requests
- Generating social media content
- Responsible of the press room preparation and the branding and marketing placements



Digital Strategy - Colo Colo, 2012-2015

- Led the web design and conception
- Developed the content strategy to achieve 140K registered users in 6 months
- Editor of content creation
- Administrator of social media accounts



+2M followers in three years



+600K followers in three years



Experience in all levels

Academy



Professional players



Womens



Clubs and companies that I have worked for



Media Officer



Brand Manager



Communications
Manager



Ticketing Project



Representative,
Ticketing Project



Photographer



Brands that I have worked with



TURNER



Software knowledge



Microsoft Office



Analyticom COMET



Microsoft Dynamics



Adobe Photoshop, Lightroom
and Premiere



Wordpress



SurveyMonkey



Google Analytics

Google Analytics



References

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Thank you!

