

# Felipe Gálvez

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## SUMMARY

Communications and marketing expert with 16 years of experience in sports organizations, media and corporations. Specialist in the use of digital tools to achieve business goals. Strategic thinker, with the spirit of a leader.

## WORK HISTORY

### Media Manager Copa América 2019 at Conmebol 2019

- Responsible of the TV and Press operations in Belo Horizonte venue (Mineirão stadium).
- Facilitate the Broadcast and Marketing operation.
- Host of all official press conferences.

### Brand Manager at Federación de Fútbol de Chile 2016-2019

- Raised the National Team's market value in 25% through the develop of marketing plan.
- Led innovation projects such as the first eSports tournament with professional clubs.
- Coach club's managers in the use of CRM, in order to increment their fans database.

### Communications Manager at Colo-Colo 2012-2015

- Responsible of PR strategy for club owners and for the professional team.
- Led the creative and user experience design process to develop a website. Achieved 140K registered fans through freemium campaign.
- Achieved the highest social media engagement through digital content strategy.

### Head of Multimedia at El Mercurio 2003-2012

- Led a team of 10+ designers and journalists to create multimedia content.
- Created and administered social media accounts.
- Led innovation projects such as the development of a mobile app and a VOD platform.

## STUDIES

**Certificate in Sport Marketing and Sponsorship**, Barça Innovation Hub In progress

**Master in Strategic Communications**, Universidad Adolfo Ibáñez 2016 to 2017

**Bachelor in Journalism**, Universidad del Desarrollo 1999 to 2003

## LANGUAGES AND SKILLS

- Spanish: Native; English: Fluent
- Strategic thinker, team leader, fast learner, extremely organized.
- Knowledge in MS Dynamics, MS Office; Adobe Photoshop, Lightroom and Premier; Wordpress, Google Analytics, SurveyMonkey.