

Felipe Gálvez

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SUMMARY

Communications and marketing expert with over 16 years experience helping brands achieve their business goals in media and sports industries. Specialist in the use of innovation and digital tools.

WORK HISTORY

News Digital producer at NBCUniversal Telemundo Nov 2019-To date

- Raising reader engagement by writing and editing breaking news stories.
- Coverage of US elections, coronavirus crisis, immigration topics among others.

Media and Marketing Manager at Conmebol Jun 2019 -Jul 2019

- Responsible of all media events and marketing activities in the Belo Horizonte venue during Copa America Brazil.
- Elevated the quality of the tournament activities by driving an excellent relationship between coaches, players, sponsors and members of the press.
- Successfully hosted all the official press conferences.

Brand Manager at Federación de Fútbol de Chile Oct 2016-May 2019

- Raised the National Team's market value in 25% through a marketing plan.
- Achieved one of the biggest sponsorship revenues in the federations history.
- Generated new consumers by developing innovative projects, such as the first official eSports tournament in Chile.
- Helped clubs raise their sales and fans engagement by using a CRM tool.

Communications Manager at Colo-Colo Mar 2012-Oct 2016

- Successfully led all club communications activities of Club owners and soccer players.
- Achieved high social media engagement by developing a full digital strategy.
- Generated new sales by leading eCommerce and ticketing projects.

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 and English.
- Highly proactive, goal oriented, extremely organized. With the spirit of a leader.
- Software knowledge: MS Dynamics, MS Office; Adobe Photoshop, Lightroom and Premier; Wordpress, Google Analytics, SurveyMonkey.
- Hobbies: Photography, films, astronomy.