

Felipe Galvez Tabach
Miami, FL, 33137 | +1 (305) 733-1789
felipegalvez@gmail.com | linkedin.com/in/felipegalvez

SUMMARY

Communications and marketing expert with over 16 years of experience in sports organizations and media corporations. Passionate about soccer with extensive knowledge in the industry and proved results in PR, branding, sponsorship and venue operations. Creative thinking and leadership are some of my skills.

WORK HISTORY

Digital Video Manager at NBCUniversal Telemundo Nov 2019 - To date

- Managing a team of video journalists with the goal of increasing online engagement.
- Writing articles, editing video scripts and producing strategic content for the Telemundo audience.

Media and Marketing Manager at Conmebol May 2019 - Jul 2019

- Supervised Comms, broadcasting and marketing teams in Brazil's Copa America 2019.
- Successfully organized and hosted press conferences at Belo Horizonte venue.

Brand Manager at Chilean Soccer Federation Oct 2016 - May 2019

- Developed sponsorship and merchandising strategies.
- Led the relationship and successfully fulfilled sponsors expectations through events and activations.
- LOC Media Officer in Conmebol tournaments: Women's Copa America and Sudamericano U-17, U-20.

Communications Manager at Colo-Colo soccer club Mar 2012 - Oct 2016

- Successfully managed PR and Corporate Communications strategies and plan.
- Led the digital strategy for the club by raising web and social media engagement.

STUDIES

Certificate in Sport Marketing and Sponsorship, Barça Innovation Hub 2019

Strategic Communications internship, Georgetown University 2017

Master in Strategic Communications, Universidad Adolfo Ibáñez, Chile 2016 – 2017

Bachelor in Journalism, Universidad del Desarrollo, Chile 1999 - 2003

LANGUAGES AND SKILLS

- Spanish (native) and English (proficient).
- Highly proactive, goal oriented, extremely organized. With the spirit of a leader.
- Hobbies: Soccer, sports photography, astronomy.