

KEVIN YALALE-MATUFUENI

Sports Marketing Specialist

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“ I’VE MISSED MORE THAN 9000 SHOTS IN MY CAREER. I’VE LOST ALMOST 300 GAMES. 26 TIMES, I’VE BEEN TRUSTED TO TAKE THE GAME WINNING SHOT AND MISSED. I’VE FAILED OVER AND OVER AND OVER AGAIN IN MY LIFE. AND THAT IS WHY I SUCCEED ” - MICHAEL JORDAN

ABOUT ME

Graduated in a MBA in Sport management at **Real Madrid Graduate School**,

addicted to Sports, particularly **Football, Handball and Basketball**,

working in this industry is my passion and my speciality.

As a Sports Marketing Specialist,

I am accustomed to **creating, developing and leading new sports innovative projects** successfully and always ready for new challenges in **Sports Marketing**.

SKILLS

Communication Skills

Good communication skills gained through my experience in Football

Polyglot (French, English and Spanish) thanks to my international work experience

Cross-cultural: Congolese and Belgian culture

Organisational / Managerial Skills

New Business Opportunities, due to my business developer experience

Travel management, linked to my international career

Other Skills

Out-of-the-box thinker, creative, calm, enthusiast and sense of humour

Sportaholic: Handball, Football, and Basketball

SOFTWARE



LANGUAGES



EDUCATION

2020

Nyon, London,
Online



UEFA Certificate in Football Management (UEFA CFM)

The UEFA CFM is the must-have foundation programme for anyone working in a football organisation who wants to gain a comprehensive understanding of how the game is managed.

2019

Online



Barça Innovation Hub

Certification in Sports Marketing and Sponsorship

2014 - 2015

Madrid, Spain



Real Madrid Graduate School

MBA in Sports Management

2008 - 2014

Brussels, Belgium



ICHEC Brussels Management School

Master's degree in International Business and Management

EXPERIENCE

2017 - 2020

Dakar, Senegal

International Business Developer



- **Broadcasting**: Creation of "LaLiga Cine" and improving the value of the TV right for Canal+
- **Marketing**: Creation of "LaLiga Fan Day" and "Seminario LaLiga"
- **Sponsorship**: New partnership with MTN Ivory Coast (500k/year)
- **Digital**: Creation of "Hablemos LaLiga", the Dark mode version, Project "Unboxing" and LaLiga action Xbox
- **Social Networks**: **70% Increase** in Western African followers, creation of the french Twitter account
- **Education**: MoU Between LaLiga Business School and Galileo Group for Sport marketing classes
- **Media**: **7 Press Conferences** and **2 Conventions** about Sports Marketing

2016 - 2016

Brussels, Belgium

Project Manager and Sports Lifestyle Manager



Quintessentially Lifestyle Benelux

2015

Strasbourg, France

Intern - Product Manager Assistant Training



Adidas Group

2014 - 2015

Madrid, Spain

Intern - Corporate Hospitality, VIP Area



Real Madrid F.C.

HOBBIES

