

# Miquel Fernandez

Sports Marketing | Sports Management | Digital Strategies

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## PROFESSIONAL SUMMARY

Passionate about sports marketing and with experience in event management and digital strategies, I am currently leading the development of the Running Nightzz brand, a nighttime sports event that combines athletics and entertainment. My role includes brand identity creation, strategic planning, and full social media management, successfully connecting with both local and international audiences.

With a solid academic background in Sports Management and certifications in digital business, I have worked on projects ranging from sports competitions to innovative events. My goal is to enhance the impact of sports brands through creative campaigns that strengthen their connection with fans.

I speak Catalan, Spanish, and English at an advanced level, which allows me to work in multicultural and dynamic environments. I am committed to continuous learning and to creating meaningful experiences in the sports field.

### Areas of Specialization

*Sports Marketing – Project Management – Digital Strategies – Brand Creation – Leadership  
– Teamwork – Sports Event Organization*

## PROFESSIONAL EXPERIENCE

**Founder & Marketing Director** | Running Nightzz January 2025 - Present

As Marketing Director, I lead the digital strategy for Running Nightzz, a nighttime sports event that combines running and entertainment. My role includes developing brand identity, managing digital campaigns, and designing visual content for social media platforms.

- I am currently designing and implementing the social media strategy.
- I create both visual and narrative content to position the brand within the sports event industry.
- I manage all digital advertising campaigns, collaborating with major brands based in Barcelona.
- I oversee and coordinate partnerships with sports influencers to expand the event's reach.

**Head of Marketing** | M1 Agency February 2025 - June 2026

At M1 Agency, an agency specialising in football player representation, I worked in the marketing department, focusing on social media management and coordinating brand activations to enhance the players' visibility and commercial value.

**Logistics Team** | Xavi Family Festival | Pau Gasol Academy | Akaw Sports July 2025 & May 2026

Supported the logistics team in the preparation and on-site execution of both sports events, assisting with venue setup, operational coordination, and event materials. This experience allowed me to gain hands-on knowledge of how professional sports events are organized behind the scenes.

**Coach** | Barça Academy | Akaw Sports December 2025 & May 2026

Coached international youth players during Barça Academy programs, supporting their technical and tactical development while promoting teamwork, discipline, and the values of the club. This experience allowed me to work in a multicultural football environment with young players from different countries.

**Football Coach** | UE Seva August 2023 - June 2024

As head coach, I led a youth team throughout the season, developing players' technical and tactical skills while promoting values such as teamwork and discipline.

- Organised weekly training sessions to develop technical and tactical skills.
- Promoted a team-oriented culture, which proved to be a key factor in the team's development.

**Semi-Professional Player** | Kings League December 2022 - December 2023

I participated as a semi-professional player in teams led by figures such as Kun Agüero and Xbuyer (XbuyerTeam).

- Kings League winner.
- I collaborated on several advertising campaigns, where I observed their implementation during the competition.

## VOLUNTEERING

**Coach** | Barça Academy World Cup | Akaw Sports December 2025 & May 2026

During my time at Akaw Sports, an official partner of FC Barcelona in the organization of international events, I had the opportunity to play a key role in the Barça Academy World Cup as coach of the New Zealand U12 team. In this volunteer role, I worked with young talents in a competitive environment.

## EDUCATION AND CERTIFICATIONS

Bachelor of Science in Sports Management | Newcastle Northumbria University –  
ISDE Law Business School &  
FCB Innovation Hub  
ISCAT (International School of Catalunya) | A - Levels & GCSE Diploma  
ISDI | DIPLOMA DIGITAL BUSINESS

## LANGUAGES

Catalan – Native  
Spanish – Native  
English – Advanced  
(International Education: GCSE,  
A - Levels & University)