

ISABELLA GARCÍA GÓMEZ

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COMMUNITY MARKETING · SPORTS PARTNERSHIPS · ATHLETE & COMMUNITY ENGAGEMENT

Sports Management and Sport Science professional with international experience across elite sport, athlete partnerships, community engagement, talent identification, corporate communications and luxury retail. Experienced in building relationships with athletes, sports communities, stakeholders and cross-functional teams, with a strong understanding of movement, performance and wellbeing. Brings an athlete-centered, entrepreneurial approach shaped by Real Madrid, international sports networks and high-performance environments.

CORE VALUE PROPOSITION

Community & Partnerships: athlete relations · ambassador engagement · stakeholder management · partnership development · community building

Marketing & Activation: localised campaigns · event/experience support · brand storytelling · audience engagement · social media · content coordination

Sports & Wellbeing: high-performance sport · football · athlete development · fitness/wellbeing communities · performance mindset

Execution: project coordination · strategic materials · databases/CRM · reporting · cross-functional collaboration · presentations · Microsoft Office · Canva · Adobe Photoshop · Video Editing · CRM & Database Management · Social Media Platforms · FootyStats · FBref · SofaScore · Golstats · START · PORFAVOR · JuiceBox · Gem

PROFESSIONAL EXPERIENCE

Corner — Athlete Partnerships & Community Ambassador | Talent Identification (Freelance - Present)

- Identify and connect elite and emerging athletes with a digital platform focused on community, direct fan engagement and athlete monetisation.
- Build relationships with athletes and sports communities across multiple disciplines, supporting partnership development, audience growth and personal-brand opportunities.
- Support athlete acquisition through talent identification, outreach, relationship management and introductions to the wider team.
- Contribute to a global athlete network and fan-first ecosystem through digital engagement, exclusive content and community-building initiatives.

Real Madrid C.F. — Women's Team | Strength & Conditioning | High Performance & Athlete Development (April 2026 - June 2026)

- Supported strength, conditioning and injury-prevention programmes for Senior, U19 and U16 women's football teams in an elite sporting environment. Internship.
- Collaborated with coaching and medical staff, strengthening cross-functional communication and an athlete-centred approach to performance and wellbeing.
- Monitored athlete-development indicators and supported performance, resilience and return-to-play processes.
- Built first-hand understanding of the needs, culture and daily environment of elite athletes and sports communities.

JTI México & Cluster — Corporate Affairs | Public Relations & Communications (January 2021 - January 2025)

- Supported communication initiatives designed to strengthen identity, belonging and engagement across a multicultural cluster.
- Developed strategic and institutional communication materials supporting relationships with government and external stakeholders across Mexico and Latin America.
- Contributed to internal campaigns around integration, collaborative leadership and organisational resilience.
- Helped improve communication flow and coordination across departments.

STEALTHMODE — Recruiter | Technical & Executive Search | AI Startups (March 2017 - December 2020)

- Managed full-cycle talent identification and relationship-building across technology, operations and leadership searches.
- Built diverse talent networks through proactive sourcing and expanded recruitment channels.
- Used structured, candidate-centred strategies to improve engagement and support hiring outcomes.
- Developed strong stakeholder communication skills in a fast-moving, international environment.

Dolce & Gabbana — Operations | Haute Couture & Retail Strategy (January 2017- March 2017)

- Supported coordination between corporate headquarters and retail stores, improving communication and service flow.
- Created databases supporting customer-experience strategies and interaction analysis. Internship.
- Supported agile workflows across billing, store visits and internal logistics.

Independent Sports Coach / FEMEPAHIDI — High-Performance Athletes (January 2015 - January 2017)

- Designed personalised mental-coaching programmes for high-performance athletes focused on concentration, resilience, emotional balance and competitive mindset.
- Used visualisation, focus and performance routines to support athletes before, during and after competition.
- Built trusted athlete relationships through empathetic communication, motivation and long-term personal development.

EDUCATION

Escuela Universitaria Real Madrid – Universidad Europea — Master's Degree in High Performance Conditioning – Sport Science

Campbellsville University — Bachelor of Science in Sports Management, focus on Mentorship & Inspirational Leadership · Dean's Honor List and President's Honor List

LANGUAGES

Spanish — Native · English — Professional · Italian — Intermediate/Advanced · Japanese — Basic