

HENRY

MASI



Contact

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Languages

English – C2 (Native Tongue)

French – B1 (Intermediate)

Spanish – A1 (Beginner)

Interests

- Running marathons
- Basketball (ex-Professional)
- Books and novels
- Documentaries
- Writing screenplays

Summary

I am a sports business developer and manager specializing in creating internal value for small and large multinationals. Experienced with all stages of the sports development cycle from strategy, marketing, sales, supply chain and sports events. Well-versed in numerous business analysis tools including SAP, SPSS, Google analytics & SEO's. Plus strong ex-professional athletic background and training in different forms of sports (Basketball, Tennis, soccer, Track and field).

Skill Highlights

- Communicative & patient
- Observant attribute
- Complex problem solver
- Creative thinker
- Innovative
- Proactive team leader

Experience

Business Developer & Manager - 11/2019 to Present

Jamii Magazine, Paris- Freelance

- Management of team on sports article writing, brainstorming and editing
- Online marketing and advertising using Google analytics and SEO's, plus social media.
- Developing quarterly magazine for release and sale.

Team Leader & Manager – 5/2016 to Present

Frog Brewery, Paris-CDI

- Evaluation and prioritization of products, creating solution & its development.
- Sales coordination and revision with upper management.
- Engagement in team training activities and methods.
- Dealing with stocks, inventory and merchandising.

Education

- MBA; Entrepreneurship & Innovation -2021. **EDC Paris Business School**, Paris
- Master 1; Sports Administration - 2019. **Amos Sport Business School**, Lille
- BBA; Business Administration & Management - 2017 **Paris School of Business**, Paris

Certifications

Management (certificate): **Business analysis fundamental, CRM, Business intelligence (SPSS), SAP One, Microsoft Excel**

Programming Languages: **JavaScript, HTML5, PHP, CSS, SQL**. (Full stack developer)

Information Technology (Certified); **Google Analytics, SEO Optimization**

Volunteer Activities

Lille Flandres Marathon (April -May 2019)-Lille

- Planning & Organization of marathon activities
- Team building and safety protocols training