

# Nicolás Cortés

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## EXPERIENCE

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### *Seattle Celtic*

*Seattle, WA*

#### **Head Coach / Marketing Director**

*Jun 2024 - Present*

- Designed and delivered 400+ instructional sessions using structured curriculums, learning objectives, and performance assessment across diverse learner groups.
- Developed a player-ranking and evaluation algorithm, applying quantitative analysis and segmentation principles to support data-driven decision-making.
- Created and executed digital marketing and email campaigns, increasing multi-platform engagement by 20% through analytics-driven content strategy.

### *Inter Connecticut FC*

*Wilton, CT - Remote*

#### **Business and Performance Data Analyst**

*Jun 2024 – Jun 2025*

- Analyzed financial and digital marketing data to support executive decision-making and performance optimization.
- Built KPI dashboards tracking audience growth, engagement, and platform performance across 11 months of social media data.

### *Portland Thorns FC*

*Portland, OR - Remote*

#### **Data Analysis & Scouting Internship**

*Aug 2024 – Jan 2025*

- Created a player similarity and scoring algorithm to support scouting and recruitment decisions.

### *University of New Haven*

*West Haven, CT*

#### **Women's Soccer Graduate Assistant Coach**

*Aug 2023 – May 2024*

- Delivered 100+ training sessions and performance analysis for a collegiate women's program.

### *Connecticut Sports Management Group*

*Middletown, CT*

#### **Event Director**

*May 2023 – Aug 2023*

- Led 5 different sporting events during the 2023 Nutmeg State Games (500+ athletes, 20+ volunteers, 10+ sponsors)
- Created digital marketing and social media analytics initiatives, increasing user engagement by 35% through content strategy and performance tracking.

### *University of New Haven*

*West Haven, CT*

#### **Women's Lacrosse Graduate Assistant Coach**

*Aug 2022 – May 2023*

- Monitored the academic progress of over 10 freshmen student-athletes.
- Collected and analyze team performance data over the course of Fall and Spring seasons.

### *Marsh & McLennan*

*Mexico City, Mexico - Remote*

#### **Finance Intern**

*May 2021 – Aug 2021*

- Supported the LATAM FP&A Team in driving a maturity assessment across 11 different countries.

### *University of Maine at Fort Kent*

*Fort Kent, ME*

#### **Student Tutor**

*Sep 2020 – May 2022*

- Tutored over 30 undergraduate students in Spanish, History, Business, and Marketing, adapting instruction to diverse learning styles and academic needs.

## EDUCATION

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**Master of Science, Sports Management & Business Analytics – University of New Haven, 2024**

**Master of Science, Data Analytics in Football – Universidad Catolica de Murcia / Sports Data Campus, 2024**

**Bachelor of Science, Business Management – University of Maine at Fort Kent, 2022**

**Summa Cum Laude**

- Men's Soccer Team Co-Captain (2019-2022)

## **SOCCER COACHING LICENSES**

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**UEFA C License** (Northern Irish Football Association, 2025)

**USSF D License** (United States Soccer, 2023)

## **TEACHING EXPERIENCE**

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**Head Coach** – Seattle Celtic

**Women's Soccer Graduate Assistant Coach** – University of New Haven

**Women's Lacrosse Graduate Assistant Coach** – University of New Haven

**Student Tutor** – University of Maine at Fort Kent

## **SKILLS**

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**Teaching & Pedagogy:** Student-Centered Instruction, Curriculum Design & Learning Outcomes Assessment, Classroom Management & Student Engagement, Mentoring & Academic Advising

**Software & Instructional Tools:** SQL, Python, R, Excel, Tableau, Power BI, Microsoft Office, HubSpot, Canva, Google Analytics

**Languages:** Spanish, English, Portuguese (Working Knowledge), French (Basic), Italian (Basic)

**Marketing Skills:** Digital & Social Media Marketing, Marketing Analytics, Sales & Revenue Strategy, Market Research, Quantitative Analysis, KPI Development, Customer Behavior & Segmentation, Data-Driven Decision Making, Sports & Entertainment Marketing

## **RESEARCH EXPERIENCE**

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*University of New Haven*

**Sports Management Research Assistant**

*West Haven, CT*

*Aug 2023 – May 2024*

Built quantitative data collection pipelines, and translated research interviews from Spanish to English, serving academic marketing research on Spanish Women's Soccer.

**Unpublished Academic Research in:**

- Consumer Behavior and Market Capacity on Rural Northern Maine
- Sports Corporations Financial and Marketing Analysis
- Machine Learning Customer Segmentation & RFM Analysis Applied to a Sports Organization
- Nearest Neighbors Network Analysis Applied to Soccer Scouting and Talent Identification

## **GRANTS - SCHOLARSHIPS**

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*University of New Haven* – Dean's Scholarship, 2022

*Fundación Colfuturo / Colombian Education Minister* – Credito Beca Grant, 2022

*University of Maine at Fort Kent* – Academic Scholarship, 2019

*Universidad de la Sabana* – Academic Scholarship, High School's Best National Exam Score, 2018

*Universidad Nacional, Manizales* – Tuition Remission Grant, Best General Admission Exam in the State (Business), 2018

## **AWARDS & HONORS**

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*University of New Haven* – Outstanding Graduate Student in Sport Management with STEM, 2024

*Baylor University* – NCSAC Graduate Division, 1<sup>st</sup> Place Initial Round, 2<sup>nd</sup> Place Final Round, 2024

*University of Maine at Fort Kent* – Terry Drown Scholastic Award, Male Student Athlete with Highest GPA, 2022

## **INVITED TALKS**

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*Sports Data Campus* – Data Storytelling in Football: Turn Numbers into Decisions, 2025