

OSCAR BAUDEY

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French, US, Australian, & British citizen

QUOTE I LIVE BY

"If you only do what you can do, you will never be more than you are now."



MY STORY

Born in Amsterdam, shaped by the globe, my story blends culture, creativity, and competition into a life dedicated to insight-led impact. From Nike's HQs in the US and Europe to sports startup in Switzerland, every step has built my ability to craft narratives, lead authentically, and own innovation. My mission... spark ambition in others through energetic and authentic communication.

EDUCATION

California Polytechnic State University | SLO, CA, USA | 2020 - 2024

Bachelor Degree - IS: Health and Society + Nutrition

D1 Men's Soccer

FOOTBALL EXPERIENCE

LOSC Academy | Lille, FR | 2016 - 2017

Almere City FC | Almere, NL | 2019 - 2020

Cal Poly | SLO, CA, USA | 2020 - 2024

BUSINESS EXPERIENCE

Marketing Analytics & Ops Manager

Equip Sport | Geneva, Switzerland | Jun 2025 - Jun 2026

Owned the marketing strategy and the data-to-insights pipeline, launching our first ever membership program.

Implemented a Mixpanel analytics stack, giving company-wide real-time data visibility, cutting reporting time from ~20 hrs/week to near-automated.

Authored the strategy and design behind partnership pitch decks (adidas, BUPA, Airbnb, Jumpstart Charities) driving €2.15M in signed partnerships.

Marketing Operations Coordinator

Equip Sport | Geneva, Switzerland | Oct 2024 - Jun 2025

Coordinated all marketing projects, delivering 15 projects across 7 European cities. Notably winning the 2025 Innovation & Tech London Sport Awards.

Created & rolled out a storytelling-led social media strategy built on player interviews, growing LinkedIn engagement +23% QoQ for over a year.

Led our flagship activation, the Champions Innovate Programme at the 2025 UEFA Champions League Fan Zone, driving a partnership with NFL Germany.

Operations Intern

Equip Sport | Geneva, Switzerland | Jul 2024 - Oct 2024

Supported the operations team, coordinating marketing events and projects for Q3 2024 across London and Paris.

Assisted the Paris activation event and thereafter led the London activation event with Merton Council.

Brand & Design Strategist

PLB LAB | San Francisco, CA, USA | Sep 2024 - Oct 2024

Co-facilitated a live executive workshop, guiding senior stakeholders at VISA USA through brand strategy for their 2026 campaign.

Sales Associate/Systems Development

Nike Inc. | EHQ, Hilversum, Netherlands | Nov 2019 - Jan 2020

Part-time position at the EHQ Employee store. Developed & piloted RFID Systems and inventory management within the EHQ Employee Store.

KEY CAREER STATS

1. DROVE €2.15M IN SIGNED PARTNERSHIPS FOR EQUIP SPORT.

2. GREW EQUIP SPORT'S LINKEDIN BY 23% QoQ FOR +1 YEAR.

3. REPRESENTED EQUIP SPORT X ADIDAS AT THE 2025 UEFA CL FAN ZONE.

4. WON THE 2025 INNOVATION & TECH LONDON SPORT AWARD

5. DIRECTED BRAND FILMS WITH APOLLO18, EARNING 5 ADC AWARDS.

PARTNERSHIPS

ADIDAS Europe - Munich, GER

UEFA - Nyon, CH

Canadian Tire Jumpstart Charities, CAN

Bupa Health Insurance - London, UK

SOFT SKILLS

COMMUNICATION - TEAM WORK - ENERGY - EFFICIENCY - DILIGENCE - LEADERSHIP

HARD SKILLS

CLAUDE CODE - FIGMA - MIXPANEL - KEYNOTE - POWERPOINT - EXCEL - NOTION - VS CODE

LANGUAGES

FLUENT IN ENGLISH & FRENCH