



Thomas Vergnolle

Event Management

Brand marketing

Fan Experience

25y

FR / EN / ESP

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PMO & Event Coordinator for Paris 2024 Olympic Games. One of those who delivered 10 games in 14 days at the Marseille stadium. I am a sports-marketing/event passionate, Web3 enthusiast and independent worker, with a love for challenges. I hold certifications in Inbound Marketing, Social Media Ads, and Sports Marketing Essentials, as well as Name, Image, and Likeness Certifications from Front Office Sport.

EDUCATION

KEDGE BS Bordeaux & Marseille, France

MSc International Sport Event Management & Master in Marketing

Sep 2020 → Apr 2023

Wilfrid Laurier U Ontario, Canada

BBA, Business Administration

Jan 2022 → Jul 2022

IUT Paris Paris, France

Bachelor in Sales & Marketing

Sep 2017 → Jun 2019

OTHER ACTIVITIES

Selected Sport Archives

Founder & Writer - Writing Skills / Web Dev / Media & Content Strategy

mySportApp

Founder - iOS & Android App Development

HARD SKILLS

- Adobe Ps & Pr
- Tableau Software
- Trello, Slack & Mailchimp
- Microsoft Office
- Google Firebase, Analytics & Admob
- OBS Studio (live&record)
- Web development HTML & CSS (basic)

SOFT SKILLS

- Leadership
- Stress management
- Integrity
- Audacity

CERTIFICATIONS

Google Ads Display & Search
NIL Marketing Certification

WORK EXPERIENCE

Paris 2024 *Event Operation Coordinator* Marseille, France

May 2024 → September 2024

Managing the delivery of the Olympic Football Tournament
Coordination of the following Functional Areas: Ticketing/Business/Venue Infrastructure/Energy/Technology/Fan Experience/Food & Beverage/Hospitality/Transport/Venue Approach

- On-Site Coordinator: supported General Managers in implementing operational directives and managing contractual aspects of sports venues
- Produced generic documentation for the Event General Manager
- Event Operation Center Coordination (daily coordination of on-site operations, daily meetings/briefings & debriefings)
- Match Coordination with FIFA (pre-ceremony, sports operations, post-game media coordination)
- Managed broadcast operations (pitch-side mixed zone/control area/press zone)
- Coordinated team arrivals on site (transport, equipment, accreditation, on-site security)
- Daily Reporting (Smartsheet) + WeTrack (Incident management)
- Managed key inventory/pool fleet management/push-to-talk management and operator
- Dismantling & dissolution coordination

Paris 2024 *Project Manager Officer* Marseille, France

May 2023 → May 2024

- Supervision, coordination, and arbitration of Cluster and Event Team meetings (Paris 2024 FAs, EDE, and external stakeholders or providers) and relevant authorities
- Implementation of integrated planning for competition sites
 - Planning of tasks and missions for all operational and support functional areas for football and sailing competitions
 - Integrated planification for test events
- Support in scheduling/rostering tasks (before/during the competition)
- Coordination of the production of site-specific deliverables (Stade Vélodrome/Allianz Riviera/Olympic Marina)
 - Sponsor activation -> Technogym: project definition, assembly, and installation of a Street Workout platform in Parc Borély with the aim of promoting sports practice in a public and evolving space
- Defined the key management principles for venues (Stade Vélodrome/Allianz Arena/Marina)

Eventeam *Sales Hospitality Assistant* Paris, France

June 2021 → January 2022

- In charge of the development of hospitality offers and sales support (soccer, rugby, tennis, F1...)
- Management & Animation of hospitality spaces (UCL, IV Nations Tournament, Stade de France, Rolex Paris Masters...)

Cold calling (50 calls/day) | +30 appointments | +15k€ turnover

Start It *Event Project Manager* Bordeaux, France

October 2019 → October 2021

- Head of the Event Department**
- Creation of events around electronic music, rap, rock and independent music (clubs, bars, temporary places...)
 - Team management & public relations
 - Artistic direction (booking), venues and partnership contract management

18 events | +8000 attendees | 8 lives | +5000 viewers