



28-07- 2001



gaiadiakhite@gmail.com



+34 641 489 513



Barcelona, Spain

EXPERTISE

Communication, Marketing, Customer Relations, Writing and speaking skills, Online & Face to Face Communications.

LANGUAGES

Spanish & French (Native)
English (C2)
German (B2)
Arabic (A2)

HOBBIES/SKILLS

Travelling: 38 countries
Photography
Writing
Microsoft: Excel, PowerPoint, Word
Editing: Avid, Lightroom, Premier rush, CapCut, Canva
Social Media: Instagram, LinkedIn,, TikTok, X, Facebook, Snapchat

QUALIFICATIONS

- Cambridge Advanced Certificate (Proficiency honors C2)
- Scuba diving diploma
- BNS (First Aid diploma)

SPORTS

Swimming (10 years)
Rugby (8 years)
Football (5 years)
Tennis (3 years)
Basketball (2years)

WEBSITE

<https://www.gaiadiakhitebecerra.com>

GAIA DIAKHITÉ BECERRA

I consider myself a highly creative and dedicated professional with a passion for journalism, sports, and travelling. Having lived and studied in 7 countries has allowed me to gain a multicultural background and develop skills in areas such as linguistics, communication, and marketing.

EXPERIENCE

EuroLeague Basketball • Barcelona, Spain (Dec. 2023 - Present)

Social Media Executive – Full-Time

- Developing and executing social media strategies for EuroLeague and EuroCup
- Managing all social media platforms of EuroLeague, including TikTok, Instagram, Facebook, X, and LinkedIn
- Creating daily content tailored for each platform
- Traveling to EuroLeague games to film original on-court content and player features
- Growing the fanbase and maintaining community engagement
- Monitoring social media metrics and delivering internal and external reports based on KPIs (FIBA collaboration, TikTok, season-end KPIs)
- Coordinating with production and design teams to produce all types of assets, including visuals, videos, and promotional materials

Badminton Europe Confederation • Copenhagen, Denmark (Aug. 2023 - Nov. 2023)

Communications Officer – Contract

European Solidarity Corps programme run by the European Commission.

- Created content for various BEC platforms, including Instagram, Facebook, YouTube, and LinkedIn
- On-site coverage of HSBC World Tour and European Circuit events
- Conducted post-match interviews
- Video/photo production + editing
- Crafting + proofreading articles
- Website management

Real Madrid C.F • Madrid, Spain (Nov. 2022 – June 2023)

Sports Journalist – Young Professional

- I worked with Eric Mckee, the Senior producer at Real Madrid TV, as a journalist for the English TV.
- Accredited at certain Real Madrid matches; either as written press or photographer (pitch-side) with the opportunity to attend post-match press conferences.

BESTSELLER B.V. • Amsterdam, The Netherlands (2019- 2022)

Customer Operations Senior – Team Leader (2021-2022)

- Directly manage a team of 8 co-workers on operations across eight countries.
- Recruiting, selecting, and onboarding new talent.
- Organise and host coaching, knowledge sharing and performance review sessions.
- Create monthly customer service Data reports

Customer Service Specialist (2019-2021)

- Communicate with customers via Zendesk: chat, WhatsApp, Facebook, e-mail, phone
- Customer care provided for French, Spanish, German, British and Irish markets
- Translate official macros
- Communicate with our 20+ brands (e.g. Jack & Jones, Only, Vila, Vero Moda)

EDUCATION

Real Madrid Graduate School, SPAIN

2022-2023

- Masters in Communication and Sports Journalism,
- Documentary on the Rugby Europe Championship 2023 (FER)

Vrije Universiteit Amsterdam, THE NETHERLANDS

2019-2022

- Communication and Information Studies: Language and media
- Minor Foreign Language Learning: Moroccan Arabic

Lycée Jules Verne of Johannesburg, SOUTH AFRICA

2014-2019

- French International Baccalaureate, Literature + OIB diploma