Charbel Battani

Business operations · partnerships · sports ventures

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Business Administration graduate and Master's candidate at USJ. First employee at two sports startups, founder of the street football event STRT, with corporate experience in accounting and billing. I build the operations, partnerships and communities behind sports ventures.

EXPERIENCE

Founder · partnerships and events 2026 – present
Street Core / STRT

- Planned and delivered STRT 1.0, a street football event attended by 170+ people, running event operations, partner relationships and marketing.
- Develop partnerships with venues, universities, sponsors and local businesses; write proposals and lead outreach.
- Use AI tools for sponsor research and event workflows.

E-commerce data and Shopify operations Oct 2026 – present
Sports Fusion

- Cleaned and standardized a 15,000+ product Shopify catalog and its customer, inventory and order data.
- Built sales reconciliation, landed cost, stock plans and revenue forecasts, plus WhatsApp win-back campaigns.

Operations and event development Jan 2026 – Jun 2026
Click Coach First employee

- Led sports events and activations for a coaching marketplace: formats, venues, schedules, participants, promotion and partners.
- Main point of contact for coaches, academies, gyms and brand partners.
- Ran campaigns and brand activations to grow the coach network, tracked feedback to improve retention, and negotiated partnership and sponsorship agreements.

Operations and growth support Sep 2024 – Jan 2026
STATBOX First employee

- Built daily operations for a 4-person SportsTech team: documented workflows and made processes repeatable.
- Coordinated filming and sports-data operations, supported client delivery and tracked operational and growth KPIs.
- Contacted clubs and academies; supported sales conversations, demos, client onboarding and feedback collection.

Football / sports coach Apr 2021 – 2023
Athletico SC, SSCC Ain Najm, Youthletes

- Coached youth football; AFC Level D football coaching licence.

CORPORATE EXPERIENCE

Accountant Mar 2026 – Oct 2026
K. Abboud for Construction

- Handled invoicing, supplier payments, VAT records, and project and supplier trackers in PIMS and Excel.

Medical biller Aug 2024 – Oct 2024
Hôtel-Dieu de France

- Managed billing and insurance files in DxCare, working with medical departments to resolve discrepancies.

LANGUAGES

English, French, Arabic, Italian

EDUCATION AND VOLUNTEERING

Master's in Business Management (English)
Sep 2025 – Aug 2027
Université Saint-Joseph de Beyrouth
In progress

BA in Business Administration (English)
Sep 2022 – Aug 2025
Université Saint-Joseph de Beyrouth

Erasmus+ exchange, Business Administration
Jan 2024 – Jul 2024
Università degli Studi di Torino, Italy

Physical Education and Sports Studies (French)
Sep 2021 – Jul 2023
Université Antonine

Volunteer
Camps
Saint Paul Charity Mission

- 550+ hours supervising children at multi-day camps across Lebanon.

CERTIFICATES

Google AI Professional Certificate
Google · Credential ID QX9LDAGDBFHJ · Oct 2026

Sports Marketing: The Technological Formula
Escuela Universitaria Real Madrid · Expected Nov 2026

Claude Code & Claude Cowork Masterclass
Specialization · Expected Nov 2026

Microsoft Power BI Data Analyst
Professional Certificate · Expected Jan 2027

AFC Level D · BWF Shuttle Time · DELF B2 · TOLC-E
Coaching and language certificates

SKILLS

Operations
Process documentation, workflow design, event logistics, partner coordination, KPI tracking, client onboarding

Finance and accounting
Invoicing and receipts, account reconciliation, VAT records, supplier payments, statements of account, cash budgets

Data and AI
Excel, Power BI (in progress), Claude Code, Claude Cowork, Google AI, HubSpot CRM, PIMS, Notion AI