

Dani Sánchez

+34 619 419 815 | hola@danisanchez.info | [linkedin.com/in/danibvo](https://www.linkedin.com/in/danibvo) | Madrid, Spain

EXPERIENCE

RCS Sport / Giro d'Italia

Jan. 2025 – Present

Spanish-Language Writer

- Editorial articles and **SEO content** for the **official Giro website** in Spanish.
- Live coverage** across all 21 stages of the men's race.

Eurosport Spain (Warner Bros. Discovery Sports Europe)

Dec. 2024 – May 2026

Digital Editor

- Driving **social media** growth: graphic restyling, advanced **video** editing and **YouTube** channel (95K subs in 1 year).
- Editorial work for Eurosport's Spanish website (articles, video interviews), with major focus in cycling.
- Appearances at **La Montonera**, Eurosport Spain's post-race show at Grand Tours.
- Support to **HBO Max Sports'** Spanish team (**Streaming**) with info and resources.

Movistar Team (Abarca Sports)

Jan. 2011 – Oct. 2024

Communications & Digital

- Website and social media**: strategy and content. Built all social channels (X, FB, IG, TikTok, YouTube), **2.2M-strong community** and **700,000 unique annual visitors** on the website.
- Key role in boosting the **women's team's** exposure since 2018: shared social channels, maximum visibility.
- Race press officer**: **over 400 races** in 2021–2024 (all Grand Tours, men's and women's).
- In charge of press agenda and events for **Annemiek van Vleuten** during her years on the team (2021–2023).
- Photo and video**: production, editing and **real-time publishing**.
- Press content** (newsletter, WhatsApp), documentation, audiovisual archive and **internal communications**.

BDS Sport

Oct. 2008 – Nov. 2015

Project Manager

- Co-founder** alongside David García, technical director from its creation until its closure.
- Press releases and social media for Spanish CX champion **Javier Ruiz de Larrinaga** (until 2019, individually), his team **MMR-Spiuk CX Team** (until 2015), and UCI trial world champion **Abel Mustieles** (2013).
- Website and social media manager for **Footon-Servetto** (2009–2010), **Andorra-Grandvalira** and ECP Continental Pro (2009), cyclist **Eneritz Iturriaga** (2009–2012) and speaker **Juan Mari Guajardo** (2009–2015).
- Layout, documentation and graphic design across all projects.

TEACHING & OTHER ACTIVITIES

Courses & Conferences

- Real Madrid University School / Universidad Europea**: Master's in Online Marketing and Esports (2023–).
- MARCA**: Master's in Sports Marketing (2015).
- Sports Interactive Conference**, Amsterdam (2016). **Talking About Twitter** conference, Granada (2014). **Rock The Sport** webinar (2022).
- Other institutions: **XP_MKT_RES** (specialised endurance sports course) (2022–2025), **ESCO** (2022–23).

Miscellaneous

- Translator** ('Sky's The Limit', Ed. Libros de Ruta, 2014), **commentator** (MARCA TV, Giro d'Italia 2012), **photographer** (Critérium Reinas de la Alhambra, Granada, 2024), **documentation** ('Nuestro Ciclismo, Por Un Equipo', Ed. Libros de Ruta, 2015), **radio pundit** ('Demarraje', Libertad FM, 2011–14), **data manager** (CQ Ranking, 2008–14).

EDUCATION

Universidad Complutense (Madrid)

Oct. 2007 – Jun. 2014

Degree in Journalism (Bachelor's + Master's, EQF level 7)

SKILLS

Languages: Spanish (native), English (C2), Italian (B2).

Tools: Photo & Video Editing / Creation (Photoshop, Lightroom, Premiere, CapCut), Layout (inDesign, Illustrator), Social Media, Data Analysis, Copywriting, Marketing.