



Joe Aoun

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SUMMARY

Expert in sports management, with versatile experience in operational management, sports marketing and strategic development.

WORK EXPERIENCE

Freelance - Football Coach - BHS

September 2025 - Present, Broummana, Lebanon

- Coaching U8–U10 players, developing skills and teamwork.
- Creating a fun, safe, and educational environment.
- Organizing matches and guiding player progress.

Fixed-term contract - Management officer - Crapa Hutte

September 2024 - October 2024, Orbeil, France

- Supervision and facilitation of sports activities for the public.
- Safety management and user reception.
- Support for promotion and customer loyalty.

Intern - Multi-purpose employee - Crapa'hutte

June 2024 - September 2024, Orbeil, France

- Design and development of sports areas: Participation in the development and modernization of sports facilities adapted to the needs of users.
- Animation and supervision of activities: Instructor for the zip line and animator of various sports activities, ensuring the safety and enjoyment of participants.
- Marketing and promotion: Contribution to the implementation of sales and communication strategies to attract new users and retain customers.

Mission Officer - CERMOSEM

April 2024 – May 2024, Ardèche, France

Analysis of employment difficulties in the sports tourism sector

- Statistical studies: Analysis of data on employment needs and recruitment difficulties in the sports tourism sector.
- Interviews with companies and professionals: Conducting qualitative interviews to identify the issues and specific needs of stakeholders in the sector.
- Drafting of a final report: Synthesis of the results of the study, development of strategic recommendations to improve the attractiveness of trades and respond to issues.
- Collaboration with institutional partners: Interaction with local and regional actors to enrich the study and validate the results.

Sports Event Assistant Manager – Organization of Football Tournaments

June – August 2017, 2018, Jezzine, Lebanon

- Volunteer recruitment and management: Identification, selection and coordination of volunteer teams to ensure the smooth running of tournaments.
- Refereeing and match supervision: Managing referees and monitoring matches to ensure compliance with the rules and smooth competition.
- Logistics organization: Design and implementation of the match schedule, reservation of fields and coordination of necessary equipment.
- Communication and promotion: Participation in the dissemination of information on events through social networks and local media to maximize participation.
- Relationship with participants: Welcome of teams, management of registrations and resolution of possible conflicts or problems. Post-event evaluation: Analysis of feedback to improve the organization of future editions.

Education

Université Clermont Auvergne

August 2023 – September 2024, Clermont-Ferrand, France

Undifferentiated Master's degree in Human and Social Sciences with a specialization in STAPS: sports management, design, development and management of recreational and innovative spaces

Antoine University

August 2021 – September 2023, Baabda, Lebanon

Institute of Physical and Sports Education - IEPS Master in Sport Management

Antoine University

August 2017 – September 2020, Baabda, Lebanon

Institut d'éducation physique et sportive – IEPS Licence in Sports Training

Achievements

Seminar – Arrangement of trails in the heart of Aveyron

(Master 2 STAPS CDESRI, Saint-Symphorien-de-Thénières – 2023)
Participation in an immersive seminar for the development of sports trails, aimed at enhancing the natural and historical heritage of the territory in collaboration with local stakeholders.

Design of a new model for the Art'air travelling festival

(Master 2 STAPS CDESRI, Saullanges – 2023)
Development of a new vision for a festival combining hiking, culture and sustainability in the Livradois, integrating participatory workshops and a co-construction methodology with local actors.

Skills

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| <ul style="list-style-type: none">• Sports Management• Event Planning & Coordination• E-Sports & Digital Sports Development• Sports Marketing & Sponsorship | <ul style="list-style-type: none">• Community & Fan Engagement• Team Leadership & Coaching• Athlete Development & Training Programs• Business Development & Partnerships | <ul style="list-style-type: none">• Project Management• Strategic Planning in Sports• Communication & Public Relations• Performance Analysis & Evaluation |
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Languages

Arabic: Mother tongue
French: Professional level
English: Professional level

Volunteering

Art 'Air Festival: Barman, Clermont-Ferrand 2024

Certification

PSC1 – Level 1 Civic Prevention and Relief

Adapted Physical Activities (APA) and Health Scientific Day

Adaptation In Athletic Performance After Ballistic Power Versus Strength Training

Rôle et importance de l'engagement citoyen, du travail volontaire et du service à la communauté

Croix-Rouge française, 2025

Université Antoine, Faculté des Sciences du Sport - Juin 2021

Université Antoine, Faculté des Sciences du Sport - Avril 2021

Université Antoine & Université de Franche-Comté - Avril 2022

Université Antoine & Fédération Libanaise de Basket - Juin 2022

Centres of interest

TRAVEL --E-SPORT--BASKETBALL--SWIMMING