



Sheebo



Coach + Athlete



USA + Egypt



Contact:

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Email : Sheebo@GrowthMarketing.LLC

Linkedin : [Shehab ELRefai](#)

Instagram : [@Sheebo.ELRefai](#) + [@SSR_Books](#) + [@SSR_Vibes](#)

Company Website: [GrowthMarketing.LLC](#) - **Personal Website :** [SSR22.com](#)

General:

Work Experience :

- **Pro Soccer Player**
- **Multi-Sport Athlete**
- **Coach**
- Marketing Director + Executive +
Senior Manager + Consultant
- Graphic Designer
- Web Developer & Designer
- International Ambassador &
Representative
- Public Speaker
- Salesman & Promoter
- VoiceOver & Dubbing Artist/Actor
- Translator
(english-arabic-spanish-german)
- TeleMarketer
(MultiNational Corporate Surveys)

Languages: 7

- Native : English - Arabic
- Intermediate : German - Spanish
- Beginner: French - Turkish - Chinese

Hobbies:

- Reading - Writing - Research - Yoga
- Sports - Traveling - New Experiences
- Obstacle Racing - Water Sports
- MMA - Boxing - JiuJitsu - Modeling

Countries

Lived in:

- Qatar (1996 - 2016,
2022- 2023)
- UAE (2013 - 2016 + '23)
- Germany (2016-2018)
- Spain (2019)
- Egypt (2018 - 2022)
- USA (2023 -)

Visited:

- USA x4
- Italy x2
- France x2
- England x2
- Morocco x1
- KSA x1

Years of Practical Experience:

- 10+ Years



SUMMARY:

Work Experience + Exact Dates & Details : page 2-7
Coached by & clubs played in : page 7-9
Sports Achievements : page 10-11
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Certifications :

- **Personal Trainer + First Aid - ISSA (2024)**
- **AyurVedic Nutrition - Ahmed Osman (2020)**
- Graphic Design - AUC (2020)
- Digital Marketing Agency - TaiLopez (2019)
- Professional Conference & Event management - AUC (2020)



International Seminars :

- **PSG Coaching Philosophy & Methodology ; PSG - France + Egypt (2019)**
- European Management ; Germany + France (2016)

Occupations:

- **Athlete | Coach**
- Marketing Director
- Digital Marketing & Social media Specialist
- Graphic Designer
- Web Designer & Developer
- Entrepreneur
- Consultant
- Writer | Researcher
- Investor | Promoter
- Public Speaker
- Influencer | Blogger

Formal Education :

- **QU**
(Qatar University)
FULL Scholarship (Media)
- **AUC**
(American University in Cairo) ;
Egypt
- **ICN**
(Institute Comercial de Nancy) ;
Germany + France
- **AUS**
(American University of Sharjah) ;
UAE
- **ISC**
(International School of Choueifat)
Doha - Qatar

MasterClasses :

- TV Presenter & Talk-Show Hosting ;
Ramy Radwan - MassMedia school - Cairo - Egypt (2021)
- Professional VoiceOver + Dubbing Actor/Artist ;
Ahmad Zaher - The Sound of Egypt - Cairo - Egypt (2021-2022)

Work Experience:



Team Training Coach



Location : Florin + Birdcage

Sacramento, California



Duration : March 2024 - Present



Class Description:

- Team Training Morning allows you to experience the fun and motivating energy of a group setting while receiving one-on-one attention and accountability from our expert coaches. During this heart rate-based workout, half your time is spent performing interval-based cardiovascular training on our incline trainers and rowers. The second half of your workout will focus on full body exercises programmed around a different daily emphasis of endurance, strength, or power. You will utilize free weights, bodyweight exercises, and the TRX under the watchful eyes of your coach. Great for all fitness levels!



Work Experience:



Sports Coach



Locations : - Pioneer Elementary School

- Smythe

- Regency Park

Sacramento, California



Duration : April 2024 - Present



Roles & Responsibilities :

- Coaching multiple sports such as Basketball, Flag Football, Soccer, and Track.
- Providing a “structured recess” for the kids during their school days.



Work Experience:



Soccer Coaching (Team + individual)


 Location : PSG Football Academy in Cairo, Egypt

 Duration : 7 Months (August 2018 -February 2019)

 Roles & Responsibilities :

- Educate & motivate the players
- Philosophy & Tactics explanations
- Discipline & Guidance
- Conflict Management
- Strength & Conditioning
- Staff meetings & briefings
- Give & receive constructive feedback
- Leading by example & direct demonstrations



 Location: A1 Arena + independent venues
(Egypt + Germany + Qatar + Dubai)

 Duration: 6 Years & ongoing (2016 - Present day)

 Roles & Responsibilities:

- Identifying & developing player's strengths and weaknesses
- Planning and organizing training sessions based on player's goals & needs
- Using appropriate & relevant tools + equipment
- Leading by example & direct demonstrations



Work Experience:



Soccer Head Coach + Marketing Director



Location : Tahoe Park &

Sacramento, California



Duration : May 2024 - Present



Roles & Responsibilities :

- Planning training sessions
- Leading training sessions
- Coaching Quality Control & Assessment
- Social Media Management
- Graphic Design
- Content Creation
- Copywriting



Work Experience:



Professional Athlete (Soccer)



Location : Multiple International Clubs & Academies



Duration : 10+ Years - Present day (currently not signed)



Field Position : Striker - CF (9)



Video : [Tap here](#)



Roles & Responsibilities :

- Team & individual leadership
- Adaptability & improvisation
- Persistence & resilience
- Work ethic & winner mindset
- Discipline - Punctuality - Commitment
- Performance under pressure
- Altruism - Consistency
- Emotional intelligence & maturity
- Diverse & multicultural communication
- Professional behavior on & off the field
- Leading by Example



Coached by:



Strength & Conditioning

- [Hussein AbdelDayem](#)
- [Akram Zahran](#)
- [Hape Meier](#)
- [James Ralph "Athletes Edge"](#)



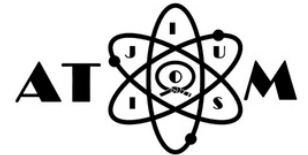
Soccer

- [Youssef Fawaz](#)



JiuJitsu

- [Nildo Pimentel](#)
- [Atom JiuJitsu](#)



Programs Completed:



- [Pierre's Elite Performance](#)
- [Shaun T - Focus T25](#)
- [JR Pre-Season](#) (8 weeks)
- [MatchFit Conditioning](#)



Coached by:



"Pro Clubs" played & trained in:
30+



Sports Achievements :



Gold : 13

9 football
2 swimming
2 extracurricular



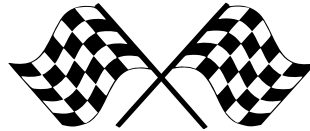
Silver : 9

7 football
1 Basketball
1 Table Tennis



Bronze : 3

1 football
1 Basketball
1 Tennis



Obstacle Races & Marathons : 6

Spartan Sprint (10k) - Dubai
Spartan Super (21k) - Dubai
Desert Warrior Challenge - Dubai
Tough Mudder Classic - Egypt
Pyramids Half Marathon - Egypt
StaySafe Marathon Ramadan Edition - Egypt





This is to Certify That

Shehab ELRefai

Has Successfully Passed the International Sports Sciences Association Exam

**CERTIFIED PERSONAL
TRAINER**



Scan for verification

Andrew Wyant

Andrew Wyant, President
INTERNATIONAL SPORTS SCIENCES ASSOCIATION

1/30/2024
Issue Date

4918706
Certificate No.

1/30/2026
Expiration Date

ISSA CPR AND AED CERTIFICATION



ISSA CPR AND AED

Shehab ELRefai

The above individual has successfully completed the objectives and skills evaluations in accordance with the curriculum of the ISSA CPR and AED Certification.

Jan 30, 2024

Issue Date

Jan 30, 2026

Recommended Renewal

ISSA CPR AND AED CERTIFICATION



ISSA CPR AND AED

ISSA CPR and AED
800- 545- 4772

5001616

Certification Number



CERTIFICATE OF COMPLETION

Concussion In Sports

SHEHAB ELREFAI

04/02/2024
Date Issued

California
State of Completion

EC3F3277639E
Completion Code

Dr. Karissa L. Nickhoff
NFHS Chief Executive Officer



This certificate documents course completion, not mastery of content. This course is approved for 1 (one) Clock Hour(s) by the NFHS.



SIMON'S Heart



CERTIFICATE OF COMPLETION

Sudden Cardiac Arrest

SHEHAB ELREFAI

04/03/2024
Date Issued

California
State of Completion

38A579913685
Completion Code

Dr. Karissa L. Nickhoff
NFHS Chief Executive Officer



This certificate documents course completion, not mastery of content. This course is approved for 1 (one) Clock Hour(s) by the NFHS.



CERTIFICATE OF COMPLETION

Heat Illness Prevention

SHEHAB ELREFAI

04/02/2024
Date Issued

California
State of Completion

9180417C93C7
Completion Code

Dr. Karissa L. Nickhoff
NFHS Chief Executive Officer



This certificate documents course completion, not mastery of content. This course is approved for 1 (one) Clock Hour(s) by the NFHS.



TO WHOM IT MAY CONCERN

Kindly be informed that Mr. Shehab ELRefai has worked with the Paris Saint-Germain Academy Egypt at the capacity of : Coach, during the season of 2018\2019.

During his work at the academy he has shown great attitude towards his colleagues and his performance on the job as well.

His coaching skills have allowed him to develop productive working relationships with both our young players and our staff. Please let me know if you need further information.

GENERAL DIRECTOR

ALY ABDELMONEIM

March 2022



A handwritten signature in blue ink, likely belonging to Aly Abdelmoneim, the General Director.



RSM | REGIONAL
SPORTS
MANAGEMENT

March 2022



To whom this may concern

Trust this finds you well

We write this letter to express our recommendation for the football player Shehab ELRefai, who had participated with Regional in 2019.

Shehab is a very hard worker on the pitch and is a team player. He settled in very quickly and has a great positive attitude. He is an intelligent player who always seeks to improve, asking the coaches for feedback and advice after the sessions. Shehab also benefits from having a good physique for an athlete and keeps himself in good shape and fitness.

Therefore we would like to recommend him to join your esteemed university and wish him all the best with his ambitions

This letter was issued upon request of the player to pursue his educational aspirations

We appreciate your kind support in this regard

Omar Al Dhiyabi
Owner, CEO, Founder, & Managing Director
Regional Football Club & RSM
AbuDhabi, United Arab Emirates



March 2022

To whom it may concern,

I know Shehab very well, as a person and as a player, both sides are an example of discipline, consistency, generosity, and humbleness for everyone.

As a player, I can say only good things. He has it all... talent, physical power, strong self-discipline, takes so much care about nutrition, sleeping enough hours, meditating, and doing complimentary fitness and technical training when the team is not working, as well as the street football natural skills that are usually found in someone from Brazil, Egypt, or Argentina. Shehab is the kind of player that thrives when he is in the right environment because he is smart, he takes and makes the best when he is surrounded by good coaches, facilities, and teammates.

Specifically about his style of play, after long experience watching many players in Spain and coaching the last 4 years in Levante UD and Atlético de Madrid, I can say that he is a spectacular striker. He has great mobility between center backs, he is tall and strong and does a powerful trajectory/movement to attack the ball during cross passes, also he can surprise on the 1v1 because he has great ball control & dribbling skills, and finally if he has the space and time he can be deadly with shooting on goal.

I highly recommend him as a player to any kind of team and level.

I was about to work with a professional football club in Egypt last year and I contacted Shehab to initiate negotiations and bring him to my team, but the pandemic situation became more difficult at the last moments and my team decided not to compete on a professional level for that season, then I moved to coach another team Sweden and offered him to join me there as well if he would like.

As a person I can say that Shehab is a very cultured person, you can talk with him about any matter, he knows a lot about many things. He is a very social & open-minded person. I met him during his trip to Spain where we stayed in the same hotel and I realized that he was talking to everyone, it was a very multicultural environment (a Backpackers Hostel) and every day he was talking with someone from a different culture, religion, nationality or language. I also remember when he joined me to some Spaniard traditional activities and took videos and made interviews with my friends, it was amazing to see someone so interested to understand Spanish culture.

Sincerely,

Manuel Reza Felix

UEFA "A" Licence

Head Coach at Norrtulls Sportklubb

Former Coach at Atletico Madrid

& Levante UD youth



Kristianstad, Skåne County, Sweden

manuel.reza@norrtullssk.se

+46705763711



March 30, 2016

TO WHOM IT MY CONCERN

This is to confirm that **Shehab Saher Elrafai**, AUS ID @00052399, is involved in extracurricular activities at the American University of Sharjah (AUS).

Shehab is a member of the AUS Men's Soccer team from 2013 to present and he is a key player that has a good achievement record.

Shehab is a committed student-athlete and had represented the university in international and intercollegiate competitions. He is known by his coach and team mates for his good sportsmanship behavior.

This letter is issued upon the request of Shehab for whatever purpose it may serve him best.

Sincerely,

Moza Al Shehhi, Ph.D.
Dean of Students

Co: Student Athletics and Recreation Department



Certification



Ayurvedic Nutrition



Location : Ardi, Dahshour, Egypt



Duration : 4 days (August 2020)



Details :

- Understanding your body type
- Learning what to eat based on your body type
- Understanding the 3 Dosha's and their importance
- Understanding the nature of the elements and how they change throughout the day & seasons
- What is the 'digestive fire' and how to maintain its optimized burning, which is vital for our health
- How to Strengthen Your Immunity
- How to balance lifestyle to promote wellbeing and avoid illness
- How to help yourself on your own without further mentorship



Certificate available upon request



Retreats:



Yoga Retreat



Location : Dahab, Sinai, Egypt

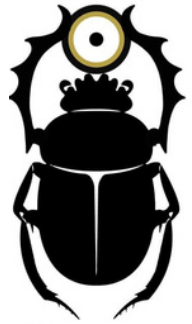


Duration : 1 Week (October 2020)



Details :

- Balance & Calm the Mind, Body, & Soul
- Realigning the bodies for balance and grounding
- Journey from the Head to the Heart
- Releasing stagnant & unprocessed emotions



HOLISTIC
WITH OSMAN