**Paws Catamount**

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**EDUCATION**

**B.S.B.A in Sport Management** May 2021

Western Carolina University (WCU) Cullowhee, NC

**Relevant Courses:**

|  |  |  |
| --- | --- | --- |
| Sport Marketing | Sport Media | Contracts and Sales |
| Sport Ethics | Financial Aspects of Sport | Professional Selling |
| Sport Event & Facility Management | Sport Mgmt Strategies | Social Media Marketing |

**Study Abroad:**

University of Portsmouth, England Summer 2019

* Participated in a 3-week study abroad experience to gain valuable insights into the international sports marketing field; emphasis placed on European Football sales and marketing

**SPORTS MANAGEMENT EXPERIENCE**

*Intern,* WCU Women’s Soccer, Cullowhee, NC Spring 2019

* Collaborated with full-time Athletics staff to create social media marketing plan using Facebook, Instagram, and Twitter social media platforms
* Increased fan base interaction online by 20% the previous Spring semester
* Assisted coaching staff in setting up equipment and water stations during practices

*Class Project,* Mountain Heritage Day 5K, Cullowhee, NC Fall 2018

* Worked in a team of 4 classmates to create 5K course for annual Mountain Heritage Day 5K, an event to raise funds for prospective Sport Management students during annual festival which brings in up to 10,000 people to WCU’s campus

**SPORTS INVOLVEMENT**

*Player & Team Captain,* WCU Intramural Sports (Soccer and Volleyball) Fall 2017 – Present

* Led Intramural Women’s Volleyball team to campus championship in 2018
* Displayed leadership and encouraged team members throughout practices and games

*Player,* WCU Women’s Soccer Fall 2017 – Spring 2019

* Played right fullback position for two seasons
* Learned and applied teamwork, collaboration, and leadership skills

**CAMPUS INVOLVEMENT & SERVICE**

*Member,* Phi Mu Sorority Fall 2018 – Present

*Volunteer,* Tuck River Cleanup Springs 2018 and 2019

*Volunteer,* The Community Table (Soup Kitchen) Springs 2018 and 2019