

**PAT**  
Address 1  
Address 2  
Phone number  
School email

- Education: **COLGATE UNIVERSITY** Hamilton, NY  
Bachelor of Arts, International Relations, May 2005
- President, Sigma Chi Fraternity
  - Recipient, Dean's Award; Balfour Leadership Award, for outstanding leadership
  - Member, University Student Conduct Board
  - Student Coordinator, Volunteer Income Tax Assistance (VITA) Program
- Experience: **CSMG MEDIA** Chicago, IL  
2007–2008  
**Senior Associate**
- Worked closely with company President to launch national sports property, Grassroots Basketball of America (GBOA), which showcased underdeveloped high school sports market
  - Managed all aspects of this entrepreneurial venture including \$750,000 budget, sponsorship deal origination, branding, creating a website and outsourcing legal work
  - Created pitch book detailing the property and presented this book to large sports media conglomerates and venture capital firms in order to attract additional funding for GBOA
  - Developed successful online marketing strategies for GBOA web homepage that increased web traffic from 3,000 to more than 150,000 hits per month over a 5-month period
  - Directed cross-functional teams by overseeing operations of GBOA's multi-city U.S. tour with 12 employees at each tour stop and coordinating with third-party service providers including live event planners, web designers, and web television producers, at each tour stop
- 2005–2007 **CSMG SPORTS** Chicago, IL  
**Marketing Advisor**
- Generated over \$3 million in gross revenue for top athlete clients including Chris Bosh, Antwaan Randle El and Chien-Ming Wang through endorsements, licensing deals, public appearances and memorabilia sales
  - Compiled detailed research books to gauge market value for elite NBA client Dwyane Wade's shoe endorsement compensation package with Nike-subsidiary Converse; presented data to management so they could negotiate towards target compensation package
  - Negotiated with brand managers, company CEOs, and talent brokers to secure endorsement deals for clients across each company division: basketball, baseball, and football, including the largest endorsement deal for a defensive player in 2007 NFL Draft for Gaines Adams
  - Devised detailed financial projection models for development of premier NBA & NFL professional training facility; facility opened in July 2007 and now trains top NBA, NFL, and MLB talent
  - Analyzed corporate advertising trends, specifically within sports media, in order to properly determine target companies to fit within each athlete's endorsement portfolio
  - Contributed to successful international client management by organizing an athlete's national homecoming event in Taiwan, presenting marketing capabilities to a client in Greece, and closing endorsement deals with top national corporations for an athlete in Canada
- Additional:
- Member, National Foundation for Teaching Entrepreneurship (NFTE)
  - Alumni Admissions Representative, Colgate University Alumni Admissions Program
  - Graduate, The Leaders Institute *Fearless Leaders* Seminar
  - Interests include Golf, Travel, and Fantasy Sports (4-time league champion)