

EDUCATION

Fairleigh Dickinson University, Madison, NJ

Bachelor of Sports Management

Master of Sports Management

Graduation: May 2023

Graduation: December 2024

PROFESSIONAL EXPERIENCE

Maddy Made Media, LLC

April 2024- Present

Owner

- Created and managed a dedicated sports media company, producing engaging sports content.
- Achieved 20K+ views on 8 posts and 200,000+ profile interactions, demonstrating strong audience engagement.
- Produced and edited high-quality sports videos, highlights, and graphics.
- Implemented social media marketing strategies to grow following and maximize engagement.
- Analyzed performance metrics to refine content strategies and optimize audience interaction.
- Acquired and provided media services for Lady Reign Lacrosse, SetVision Management, and Double Tap Brewing.
- Managed client relationships and delivered high-quality multimedia assets to support marketing and promotional efforts.

Triple Threat Elite Lacrosse Club

April 2024- Present

Digital Media & Marketing Manager

- Developed and executed comprehensive social media and marketing strategies for all age groups and teams
- Achieved an increase of profile views by over 1000%, growing from 14,000 to 200,000 through strategic content creation and engagement initiatives.
- Captured, edited, and managed high-quality photos and videos from various events for seamless posting across all social media platforms
- Utilized A/B testing and data analysis to optimize email content, segmentation, and frequency, achieving improved audience engagement and an increase of 30% in open rates.
- Updated and maintained Triple Threat Elite website with relevant news and information.

Dream Bowl Football

June 2024- Present

Community Relations & Digital Marketing Manager

- Developed and executed comprehensive social media and marketing strategies while increasing social media engagement.
- Managed and organized all captured media for seamless posting across all social media platforms
- Established partnerships with local community organizations to support the event and foster grassroots engagement.
- Utilize key messaging to emphasize the *Kay Yow Cancer Fund's* mission, linking ticket sales, merchandise, and game proceeds directly to their cause.

New York Jets, Florham Park, NJ

March 2021- Present

Game Day and Event Operations Intern

- Collaborated with a team to facilitate and operate all NY Jets events and game-day duties.
- Served as a key liaison between fans, event stakeholders, and game-day operations to ensure a seamless fan experience.

Fairleigh Dickinson Athletic Department, Florham Park, NJ

August 2023- May 2024

Sports Information Graduate Assistant

- Orchestrated all aspects of gameday management, including real-time statistical tracking, video production, and comprehensive game recaps
- Updated the FDU Devils website and social media with relevant information while achieving a 50% increase in content interaction

New York Red Bulls, Harrison, NJ

January 2023- June 2023

Sales Academy Representative

- Utilize targeted outreach and networking strategies to generate leads, foster relationships, and secure individual and group ticket sales, contributing to the team's overall revenue goals.
- CRM tools to track sales activities, analyze customer data, and ensure exceptional service by delivering tailored solutions for fans and partners.
- Participate in specialized training sessions to enhance selling techniques, product knowledge, and professional skills while contributing innovative ideas to drive business growth.

SKILLS

- Passion for sports communications and marketing, with expertise in crafting compelling narratives, driving fan engagement, and enhancing brand visibility.
 - Self-motivation, time management, organization, communication, and teamwork skills
 - Proficient in Microsoft and Adobe applications
 - Expertise in all social media applications
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LICENSES & CERTIFICATIONS

NYU, Preston Robert Tisch Institute for Global Sport

Fundamentals of Global Sports Management Certification

December 2024

Front Office Sports

Athlete Marketing Essentials- NIL

February 2024

Front Office Sports

Sports Marketing Essentials

February 2024