

EDUCATION

- Master of Dispute Resolution (Business Law) - University of Southern California. (USC)
- M.S. Applied Psychology (Consumer and Organizational Psychology) - Leadership, Consulting, Human Behavior. (USC)
- B.S. Quantitative Economics, emphasis in Econometrics, Data and Finance (Program is ranked 5th in the world). (USC)
- Fundamentals of Global Sports Management. (Online Certification Program) - New York University Tisch. (NYU)

EXPERIENCE

Moloko California – Executive Project Manager, Creative

- Led 360° creative campaigns across social, digital, and video, driving project intake, timelines, and resource allocation.
- Built scalable workflows, aligning cross-functional teams, and improving delivery without compromising quality.
- Acted as the central link between creatives and clients, managing end-to-end execution and production resources.

Playfly Sports – Sponsorship/Account Strategy - Partnership Development

- Prospected and established relationships with 20+ high-profile brands, major sports leagues, pro teams, and athletes.
- Led meetings and RFPs with global football clubs, including FC Barcelona, Juventus, Inter Milan, and FC Basel.
- Developed and pitched integrated sponsorship and media strategies across TV, digital, and streaming platforms.
- Conducted competitive analysis and consumer segmentation to tailor sponsorship strategies.
- Demonstrated a solutions-oriented approach to scaling operational processes and optimizing partnership execution.
- Assisted in closing over \$40 million in partnerships.

Playfly Sports – Client Services, Home Team Sports Media

- Managed seven-figure linear accounts including Kia, BetMGM, Jack in the Box, Bet365, Underdog Fantasy, and Disney, optimizing asset utilization across MLB, NBA, and NHL.
- Linear (local & national) and digital media plan building & including creative campaigns for NBA, NHL, and MLB.
- Managed integrated campaigns during high-impact live sports events (e.g., NBA Playoffs, MLB Opening Day).
- Used analytics tools to track campaign performance and conversion.
- Conducted in-depth market research on competitors and the evolving sports landscape to inform commercial strategy.
- Collaborated cross-functionally with media, sponsorship, legal, and executive teams to ensure contract fulfillment.
- Supported the sales process for over \$50 million in media investments across national, local, and digital platforms.

USC Athletics Black Student-Athlete Summit – Project Manager

- Executed logistics for a yearly event with 1,500 athletes from 165 colleges, managing end-to-end event planning.
- Directed a team of 20, managed vendor relationships, and post-event reporting to propose future positioning strategies.
- Led sponsorship negotiations and activations with Monster Energy, Powerade, Invesco QQQ, Razorfish, and more.
- Managed a six-figure event budget, including forecasting, expense tracking, and cost optimization.

USC Football – Recruitment Operations

- Oversaw official and non-official visits, coordinating logistics and hospitality for prospective players, families, and staff.
- Served as primary liaison among USC Football managers, coaches, players, and NCAA representatives.
- Developed streamlined processes ensuring compliance and improving the recruitment experience.
- Gained first-hand exposure to elite collegiate football operations and team dynamics.
- Managed event-day logistics and stakeholder communication for VIP attendees.

KEY SKILLS & QUALIFICATIONS

- Go-to-market Strategy, Product Positioning, Strategic Planning, and Cross-Functional Collaboration.
- Sponsorship Fulfillment, Commercial Rights Delivery, and Business Development.
- Data-driven Decision Making: A/B testing, User Research, UX design, and Marketing Analytics.
- Strong Copywriting, Creative Briefing, and Cross-Functional Alignment.
- Experience with High-Level Stakeholder Communication and Event Logistics.
- Experience with Monday.com, Trello, Miro, Notion, Teamwork, Basecamp.
- Strong understanding of the sports ecosystem with established relationships across teams, leagues, RSNs, and agency partners.

Academic Achievements

Master of Dispute Resolution (Business Law) - University of Southern California. (USC)

- SCMA member
- MC3 certified mediator
- Business Law Track
- Involvement in the development of the Sports Law Program at USC - **pending****

M.S. Applied Psychology (Consumer and Organizational Psychology) -(USC)

- Dean's List
- In the USC Master of Science in Applied Psychology (MAPP) program, I studied innovative, contemporary approaches in organizational and consumer psychology, focusing on how psychological principles drive organizational success. The program equipped me with the knowledge and tools to address real-world business challenges through the lens of psychology, bridging human behavior with strategic decision-making.
- Treatise "The Impact Of NIL On Team Cohesion Within Collegiate Sports."
This study examines the impact of the NCAA's Name, Image, and Likeness (NIL) policy on trust, team cohesion, and performance within collegiate sports. Using 16 in-depth interviews with male NCAA athletes from four universities—two with large athletic programs and two with smaller ones—the research employed adapted versions of the Group Environment Questionnaire and Trust in Teams Scale to explore perceptions of NIL's influence. Thematic analysis revealed that larger programs experienced more trust and cohesion issues due to perceived inequities in NIL opportunities, while smaller programs reported fewer disruptions. Across all participants, trust was seen as a critical driver of cohesion, and cohesion was unanimously linked to improved performance. However, disparities in NIL benefits—shaped by athlete position, university prestige, and social media presence—often fueled jealousy, individualism, and reduced commitment to team goals. These findings highlight the need for transparent, equitable NIL practices to preserve trust, foster cohesion, and support both individual and collective athletic success.

B.S. Quantitative Economics, emphasis in Econometrics (Program is ranked 5th in the world).

- In my undergraduate studies in Quantitative Economics, I combined economic theory with practical modeling to analyze complex issues across multiple disciplines. I explored topics such as the economics of happiness and uncertainty, applying analytical models to areas ranging from healthcare and law to environmental policy. Through one of the largest and most dynamic economics programs in the country, I gained a strong foundation in econometrics, development economics, and experimental methods, while deepening my skills in macroeconomics and applied economics in the era of Big Data.

Minor in Psychology (USC)

- Dean's List
- Research assistant for Dr. Monterosso.
- Coding the moral content of natural language and labelling morally relevant sentiments in texts related to addiction and drug abuse -PhD research
- Research in the subfields of mental disorders.
- Volunteer for the Prison Education Project and the Social Impact Center.

Fundamentals of Global Sports Management. (Online Certification Program) - New York University Tisch. (NYU)

- A comprehensive exploration of the global sports industry through six in-depth modules covering topics such as the history of fandom, sports media, data analytics, the global sports ecosystem, social impact, and innovation. Designed and taught by NYU Tisch Institute faculty and industry leaders, the program provides both theoretical frameworks and applied strategies to navigate and contribute to the international sports business landscape.