

Isabella Tran

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EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Master of Business Administration (MBA); Candidate, May 20XX

Master of Science in Sport Management (MS); Candidate, May 20XX

- Cumulative GPA: 3.72
- Graduate Program Assistant to the Director of Graduate Programs
- Recipient of WiSE McCormack Scholar Award, NCAA Ethnic Minority Post Graduate Scholarship, McLendon Scholarship, Tokio Marine Internship Award, and Women in Sports Tech Fellowship

Mount Holyoke College

South Hadley, MA

Bachelor of Arts in Economics and Sport Management; Candidate, May 20XX

- Cumulative GPA: 3.77 (Magna Cum Laude)
- Captain of Varsity Tennis Team

EXPERIENCE

Major League Baseball, Office of the Commissioner

New York, NY

Global Media Strategy Intern

Summer 20XX

- Strategically supported MLB's Global Media team in digital media rights and international linear TV opportunities
- Analyzed global media landscape and market trends, providing data-driven recommendations to senior management
- Assisted Global Media Research and Sales with market research for Taiwanese, European, and South Asian media markets

Wasserman: The Collection

Remote

Marketing and Business Development Intern

January 20XX – July 20XX

- Conducted research and evaluated new marketing opportunities and sponsorship strategies
- Contributed to the development of a comprehensive social media strategy for The Collective, incorporating brand integration, creative content, and ROI analysis
- Created a comprehensive database of 1000+ sponsors across Women's Sports and analyzed sponsorship trends in diversity, equity, and inclusion (DEI) to present to senior leadership

Minor League Baseball (MiLB)

St. Pete, FL

Sports Promotion Coordinator

January 20XX – October 20XX

- Collaborated with 160 MiLB teams and 14 leagues, utilizing Google Analytics & Data Studio to track, analyze, and optimize digital traffic to growth impressions by 6% and increase engagement by 10%
- Provided creative digital solutions to enhance fan engagement and partner interactions
- Generated custom e-commerce insights for 160 teams through tracking digital commerce KPIs, metrics, and trends to integrate with Tableau to present to senior leadership to make strategic decisions

United States Tennis Association & US Open

New York, NY

Professional Tennis and Player Relations Intern

June 20XX – September 20XX

- Conceptualized and executed two innovative initiatives, contributing to the successful organization of the US Open
- Supported the Director of Pro Tennis Operations & Player Relations in the management of US Open operations

MEMBERSHIPS

Women in Sports Tech

Remote

Active Member

June 20XX – Present

- Participate in regular workshops, seminars, and panel discussions about innovative sport technology and its application
- Research industry news and research related to gender diversity and inclusion in sports technology to contribute to monthly informed discussions and advocacy efforts with 100+ members

SKILLS AND CERTIFICATION

Certifications: Google Analytics, Google Data Studio, Google My Business, American Sports Education Program and Tableau

Computer: Proficient in Adobe Creative Suite, Salesforce, HubSpot, StatCrew, Presto, and DiSC Workplace Assessment

Languages: English (Fluent), Hindi (Fluent), Bengali (Conversational)