

ANTHONY HANDA

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EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Mark H. McCormack Department of Sport Management

Candidate, May 20XX

Master of Science Sport Management

- Awarded Graduate Assistantship for McCormack Center

University of Texas (Austin)

Austin, TX

Bachelor of Science in Engineering in Electronics

Candidate, May 20XX

- Cumulative GPA: 3.67; Dean's List All Semesters

EXPERIENCE

Paris Saint-Germain (PSG) Football Academy

Barcelona, Spain

Operations and Marketing Associate

May 20XX – July 20XX

- Researched and developed of new potential market opportunities within the city and possible outstation cities
- Orchestrated financial reconciliation efforts to align operational goals with company objects to achieve 15% increase in projected profit margins while maintaining steady growth
- Managed rollout of new CRM and marketing cloud system to manage customer database and increase CLV
- Creation of social media campaigns with prime focus on increasing participation and identifying target audience,
- Lead manager of all vendor and third-party technology relationships for the inventory and facility layout

Futures First Ltd.

Dallas, TX

Market Analyst

July 20XX – January 20XX

- Achieved the esteemed position of being within the top 5% of market analysts at Futures First, standing out among the 50 person cohort of professionals worldwide upon joining in 2018
- Communicated intricate insights derived from thorough market event analysis using Excel and Tableau during high-impact global commodity meetings held on a weekly basis
- Utilized the robust capabilities of Reuters and Bloomberg terminals extensively, harnessing their power to conduct comprehensive research and in-depth analyses encompassing market news, fundamental trends, and technical indicators

Street Legends

Queens, NY

Founder

Fall 20XX – Summer 20XX

- Pioneered and successfully introduced concept of street football to the area to engage and empower local youth
- Developed and executed youth tournament that prioritizes inclusivity, affordability, and effective promotion strategies to encourage broad participation and foster a sense of community among young athletes
- Leveraged 3 social media accounts to target the youth demographic and amplify reach resulting in 2300 followers
- Analyzed participant data and feedback to implement improvements and enhance the tournament experience through streamlining operations, resulting in 75% increase in participation

LEADERSHIP EXPERIENCE

International Student Union

Austin, TX

Vice President of Alumni Relations

April 20XX – December 20XX

- Organized 8 alumni panels and professional development events to expand members career knowledge and networking skills
- Maintained database of 200 club alumni utilizing Mailchimp to serve as the primary point-of-contact to connect students and alumni through email to achieve an open rate of 75%

Diversity in Sports Case Competition

Austin, TX

Competitor

Spring 20XX

- Consulted with 5 team members to formulate marketing strategy surrounding brick and mortar shopping to achieve 2nd place
- Researched consumer behavior and supply chain trends to create a solution aligned with company's objectives while implementing consumers need for sustainability

SKILLS

Computer: Advanced in Tableau, SQL, R Programming; Proficient in Adobe Creative Suite, Microsoft Excel (Solver, V-LOOKUP, and Pivot Tables)

Language: Spanish (Conversational)