

Asha Gupta

(413) 123-4567 | [LinkedIn.com/in/AshaGupta](https://www.linkedin.com/in/AshaGupta) | agupta@umass.edu

EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Mark H. McCormack Department of Sport Management

Bachelor of Science in Sport Management

Candidate, May 20XX

Bachelor of Business Administration in Marketing

- Cumulative GPA: 3.65; Dean's List All Semesters

EXPERIENCE

University of Massachusetts Amherst Athletics

Amherst, MA

Football Operations Intern

August 20XX – Present

- Oversee logistics of over 80 practices throughout the season, including coordinating transportation arrangements, ensuring timely set-up and break-down of equipment, and maintaining a well-organized practice environment
- Support the planning of team travel details for away games including accommodations and meals for 120 players, 19 coaches, and 25 support staff members to maximize travel experience

Boston Bruins

Boston, MA

Game Day Operations and Promotions Intern

October 20XX – May 20XX

- Developed and executed engaging in-game sponsorship presentations by integrating a variety of interactive activities and promotions to enhance the fan experience
- Achieved an 8% increase in fan satisfaction, as evidenced by fan survey data, through proactive engagement in merchandise sales and fan/team events, resulting in increased revenue and improved fan retention
- Collaborated with a team of 5 interns to enhance pre-game operations by redirecting the flow of events and reducing wait times to create a seamless experience for fans

Pioneer Valley Tip-Off Basketball Tournament

Amherst, MA

Community Outreach Staff

Fall/Winter 20XX

- Conducted proactive outreach to 25 local high schools and registered them for the event to expand participation base
- Authored comprehensive social media marketing strategy utilizing Instagram, Twitter, and TikTok to maximize attendance and generate \$3,000 in ticket sale revenue
- Showcased excellent customer service to participants, families, and spectators by addressing inquiries and resolving issues to create a positive atmosphere for fans

Holyoke Country Club

Holyoke, MA

Caddy

May 20XX – September 20XX

- Assisted 25 golfers weekly with club selection, course navigation, and general support to achieve an average rating of 4.8 out of 5 in customer feedback surveys
- Decreased average retrieval time by 20% by efficiently ensuring clubs were clean, organized, and readily accessible while managing golf bags to minimize golfer waiting time
- Streamlined reporting approach to equipment maintenance to decrease 15% of equipment malfunction instances

ACTIVITIES

McCormack Student Leaders Club

Amherst, MA

Treasurer

April 20XX – Present

- Manage all financial responsibilities including check signing, monitoring, reporting, authorizing, and forecasting for an annual budget of \$4,500 for 25 members
- Consult with 7 executive board members to analyze and strategically determine the most appropriate fund allocation for the organization's annual budget and maximize its initiatives

NCAA Division I Hockey, University of Massachusetts Amherst

Amherst, MA

Student Athlete, Forward

September 20XX – Present

- Maintain 40+ hour week in-season including travel and practice while balancing 15-credit hour course load each semester
- Demonstrate teamwork by collaborating with 3 coaches and 18 teammates to contribute to conference championships
- Achieve recognition from the NCAA by being named to the All-America Men's At-Large Second Team showcasing exceptional academic and athletic performance

SKILLS

Language: Hindu (Fluent); Spanish (Conversational)