

JAMES GOODMAN

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EDUCATION

Columbia University

School of Professional Studies
Master of Science, Sports Management

New York, NY
December 2021

University of Southern California

Annenberg School of Communication and Journalism
Bachelor of Arts, Communications
Minor in Sports Media Studies, Cinematic Arts

Los Angeles, CA
May 2020
3.5 GPA

Honors: National Merit Scholar, USC Presidential Scholarship Recipient

WORK EXPERIENCE

Barstool Sports

Social Media Coordinator, Viceroy Program

Los Angeles/New York
June 2018 – July 2020

As a member of the Viceroy program, I produced, coordinated, and presented all content for the USC-based college accounts for Barstool Sports. I oversaw, and contributed directly, to a major growth in followers on Instagram and Twitter. As of July 2020, Instagram following had grown 365% and Twitter following has grown over 550%. I also developed a campus culture surrounding the accounts and orchestrated the development, creation, and sale of t-shirts that generated over \$4500 in sales.

MBK Sports

Partnerships Intern

New York
June – August 2019

As a partnerships intern, I assisted in researching products, creating promotions, and establishing partnerships between athlete clients and motivated brands. Athletes included Chris Godwin of the Tampa Bay Buccaneers, Nate Hairston of the New York Jets, and brands such as WarHeads. I facilitated client outreach and new client scouting and developed social media strategy around the agency's Instagram and Twitter accounts.

Tampa Bay Rowdies

Communications/Operations Intern

St. Petersburg, FL
May – August 2017, 2018

I worked as a Communications/Operations intern for the Tampa Bay Rowdies over the summers of 2017 and 2018. I coordinated and produced all communications and social media interactions for the team's Under 23 developmental team. Tasks included interviewing players and coaches, producing stories for the team's website, and running all team social media on Facebook, Twitter, and Instagram for road and home games. Furthermore, I assisted in the pro team's game day operations working field set up and concessions.

USC Football

Equipment Manager

Los Angeles
February – December 2017

As a USC football manager, I assisted coaches in running practices, set up drills and equipment for practices, and performed a variety of game day tasks to help prepare the team. In doing so, I balanced a 30+ hour work week with a heavy load of schoolwork and other extracurricular responsibilities. Working in a premier Division I athletics environment gave me invaluable experience.

ACTIVITIES

Two-year weekly Columnist at Daily Trojan, Alumnus Manhattan Sports Business Academy, Trojan Vision Member, USC Sports Business Association Member, Beta Theta Pi Fraternity, Chi Phi Fraternity

SKILLS & APPLICATIONS

Social Media: Facebook, Instagram, Twitter, LinkedIn, Snapchat

Computer: Excel Certified, MS Office, Video Editing, Wordpress

Other: Television and Podcast Production and Community/Strategic Partnerships