

# LEAH ERVIN

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## EXPERIENCE

### Team Marketing Intern

Sports Endeavors Inc. | May 2024 – August 2024

- Marketing Intern for SOCCER.COM, 431 Sports and World Soccer Shop
- Ran numerous campaigns to attract and retain million-dollar accounts
- Organized marketing events with prospective clients and big-name brands such as Nike, Adidas and Puma

### Customer Service Industry

Crafty Burg'r | December 2023 – Present

Sawmill Taproom | May 2020 – College Departure

## EDUCATION

### BA in Communication Studies, Concentration in Public Relations

University of North Carolina at Charlotte | August 2022 - May 2026

- 1x Chancellors List, 3x Dean's List recipient
- Active member in Alpha Delta Pi Sorority and Co-Founder of Greenway Girls

## LEADERSHIP AND INVOLVEMENT

Greenway Girls Club

- Co-Founder and Vice President of Event Management
- Organization committed to the prioritizing female safety in groups while outdoors
- Organized activities centered around the greenway trail on UNC Charlottes campus

Alpha Delta Pi Sorority

- Recruitment Committee Fall 2023, Fall 2024
- Music Education Specialist

## NOTABLE PROJECTS

### Club Partner XI 2024 Program

Joined forces with Inspiresport to fly 32 children with a passion for soccer to Glasgow, Scotland for a ten-day long experience. This trip included training with Scotland's Celtic FC, friendly matches with local clubs and a fully paid international experience. Directly Communicated with parents, Inspiresport staff and Sports Endeavors Staff to organize logistics.

### Club Affiliate Program

Program in partnership with Ascend to generate additional revenue for qualified partners. I was responsible for communications with partners introducing them to the program and furthering their success. This program has generated a great amount of revenue for SOCCER.COM as well as a significant amount of affiliate revenue for organizations involved.

## KEY SKILLS

- Excellent Organization
- Efficient Communicator
- Proficient in Excel, Word and other Microsoft Functions
- Strategic and Creative Thinker
- Attention to Detail
- Fast Learner