



LUKAS A. MILLER

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My Why: "To grow into the man I dream to be, so that I can achieve the life I dream to have."

Employment

09/2023 – Present
Orlando, FL

Statistician – NBA G-League (Osceola Magic)

- Led team of 4 to log data efficiently and fix in-game mistakes
- Decreased mistakes made per game by over **30%** after first season
- Collaborated **cross-functionally** with coaches to ensure accuracy

05/2025 – Present
Orlando, FL

Athlete (Retail Associate) – Nike

- Built **objection handling** skills to close memberships and upsell
- Helped with product management and **visual merchandising**
- Adapted to intense environments while delivering excellent service

04/2023 – 08/2024
Orlando, FL

Lead Announcer – Florida Basketball Association (Semi-Pro)

- Used voice to engage audiences and elevate the game of basketball
- Learned game day operations quickly and helped **build** culture
- Developed advanced **public speaking** and improvisation skills

Extracurriculars

01/2025 – Present
UCF Department of Marketing

Member – Professional Selling Program

- Sharpened sales techniques and participated in sales **roleplays**
- Developed **soft skills** through networking events and mentorship
- Built confidence through **national** sales competition participation

08/2024 – 05/2025
UCF Athletics

Intern – UCF Athletics Strategic Communications Team

- Assisted during athletic events and produced an **efficient** work site
- **Wrote** press releases for event previews, recaps, and feature pieces
- Learned dynamic interpersonal **communication skills** in teams

01/2024 – Present
UCF Zeta Phi Eta (ZΦH)

Member – National Professional Fraternity of Communications

- Acquired versatile teamwork and **time management skills**
- Helped oversee professional events and attended weekly meetings
- Collaborated with peers through complex tasks and hardships

Skills

Adobe Proficiency – Public Speaking – Content Creation – Digital Marketing – Team Leading – CRM Proficiency – Generative AI

Education

08/2022 – 12/2025

The University of Central Florida

Orlando, FL

B.A. in Electronic Journalism / Minor study in Professional Selling