Leeroy T. Matarutse

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**SUMMARY OF QUALIFICATIONS**

Aspiring sports business professional with a diverse background of experience in professional sports and collegiate athletics including communications, sales, customer service, digital marketing, and coaching. As a current NCAA student-athlete, my background has shown the ability to create strong partnerships and develop successful strategic plans that promote organizational success. My mission is to use my background and experiences to foster togetherness and address global change through sports.

**EDUCATION**

**King University, Bristol, TN**

Bachelor of Arts in Business Management

Bachelor of Science in Sport Management

* Anticipated graduation in Dec 2025
* GPA: 3.77
* President’s list – SP 24⏐Dean’s list – FA21⏐Provost’s list –FA 23, SP 23, FA 22, SP 22
* Financing 70% of education through academic and athletic scholarships

**EXPERIENCE**

**Tri-Cities United Soccer Club, Kingsport, TN July 2024 – Present**

Volunteer Social Media Manager

* Increased social media following by 10% and content engagement by 20% through engaging content creation.
* Collaborated with coaches and players to create game day scenes that resonated with fans.
* Utilized analytics tools to track performance and optimize campaigns in personalized marketing.
* Developed and executed comprehensive social media strategies to increase brand awareness and engagement.
* Contributed to the development of a successful strategic plan that positioned Tri-Cities United for growth and success.
* Helped to create a marketing strategy that effectively reached target audiences and increased brand awareness.

**King University Soccer, Bristol, TN May 2024 – Present**

Volunteer Social Media Manager

* Launched Eye of the Tornado: Player’s Perspective, an interview series that highlights players achievements and connect with fans.
* Increased social media reach by 70% and content engagement by 55% through engaging content creation.
* Created visually stunning graphic designs for player profiles, gameday posters and advertisement.
* Utilized Canva the graphic design software and iMovie for video editing.
* Utilized analytics tools to track performance and optimize campaigns in personalized marketing.
* Developed and executed comprehensive social media strategies to increase brand awareness and engagement.

**Bristol Motor Speedway, Bristol, TN January 2024 – August 2024**

Communications and Public Relations Intern

* Worked independently and interdependently to assist communication teams in distributing 200+ media credentials for all NASCAR and NHRA events.
* Provided a world-class environment to 50+ media personnel at the NASCAR All-Star race of 2024.
* Demonstrated exceptional reliability and discretion by providing secure transportation for a NASCAR legend to and from the airport, ensuring timely arrival and departure.
* Assisted in drafting over 10+ press releases and media pitches.
* Coordinated pre-event logistics including golf course setup, and audio system setups.
* Assist NASCAR and NHRA competitors who participate in BMS events.
* Managed credential distribution and provided on-site support for media personnel, including escorting photographers to and from the stage, ensuring optimal shooting conditions and timely access during the Country Thunder music concert.

**Bristol Motor Speedway, Bristol, TN**  **March 2023 – August 2023**

Consumer Sales Executive Intern

* Used effective communication skills to provide information to 200+ fans through inbound calls during the NASCAR All-Star Race of 2023.
* Provided a world-class atmosphere to racing fans by conducting pre-race stadium checks.
* Providing excellent customer service by handling ticket inquiries, resolving issues, and processing refunds.
* Used CRM data management systems and understanding Archtics and Ticketmaster ticketing systems
* Sold individual event, weekend, and season tickets to Speedway & Dragway event fans
* Upsold inbound calls/walk-ups with add-on ticket options, premium experiences, parking, and camping

**King University Metz Culinary Management, Bristol, TN August 2022 – December 2023**

Dining Hall Assistant

* Provided optimal customer service to student diners and faculty
* Provided staff support and assistance as anticipated
* Engaged customers to provide dining solutions
* Helped to maintain a clean and sanitary dining environment

**King University, Bristol, TN August 2022 – December 2022**

Speaking Tutor

* Assisted six students who improved their test scores by 20%
* Provided private tutoring six hours per week
* Enhanced student capabilities and self-esteem with direct and personalized tutoring.

**Camp Pine Forest, Greeley, PA June 2022 – August 2022**

Camp Counselor

* Scheduled and analyzed data of campers in soccer and volleyball
* Supervised a cabin of 10 male campers aged 12-14
* Won 5/5 Intercamp soccer games as a coach for teams aged 8-14
* Served as a soccer and volleyball specialist to campers aged 7-14

**LEADERSHIP**

**NCAA Careers in Sports Forum, Indianapolis, IN June 2024**

* Selected as one of 200 student-athletes nationwide to participate in the prestigious conference.
* Networked with industry professionals and fellow student-athletes from diverse backgrounds.
* Enhanced my public speaking skills through presenting in groups with 15+ participants.

**Apple Training Institute, Orlando, FL February 2024**

* Assisted in the drafting of King University’s action plan against substance misuse
* Increased knowledge of alcohol, tobacco, and other drug issues for student-athletes
* Acquired knowledge of effective alcohol, tobacco, and other drugs prevention programs
* Increased leadership and interpersonal communication skills to assist student-athletes in the event they misuse substances

**King University Men’s Soccer Program** **August 2021 – present**

Team Captain

* Committed about 30 hours per week practicing, traveling, and playing games while maintaining a full academic load
* Developed a strong work ethic and perseverance to meet personal and team goals
* Led a team of diverse nationality players

**King University Leadership Club August 2021 - present**

* Improved teamwork and communication skills
* Increased knowledge on how to communicate with teammates and promote sportsmanship

**SERVICE**

* Tele-fundraised $12,000 scholarship money from alumni for all students.
* Aided game management of the 2022 NCAA Conference Carolinas’ Men’s Developmental Soccer Tournament
* Assisted with inventory management during the holidays at Haven of Rest Thrift Store
* Used personal social media platforms to raise $1,500 through the "Movember" campus campaign for Men’s Health

**KEY SKILLS**

* Proficient with Microsoft Office Suite
* Adaptability
* Creative and critical thinking
* Proficient with social media management like Instagram, X, LinkedIn
* Leadership
* Effective and Efficient communication
* Self-motivation
* Multi-tasking
* Proficient with Canva and Prezi