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| **JOSEPH D. MACIA** | Joseph.d.macia@gmail.com(980) 275-1204  |
| **EDUCATION** |
| **UNC Hussman School of Journalism and Media** – Chapel Hill, NC.*B.A. Journalism** Renwick Scholar Award
* Pursuing a certificate in Sports Communication

**EXPERIENCE** |  Expected May 2025 |
| **Gameday Guide** – Chapel Hill, NC  |  Aug. 2022 – Dec. 2022 |
| *Campus Manager and Marketing Intern* |
| * Organized travel plans taking people to and from collegiate and professional sporting events
* Utilized Excel to document and analyze sales data
* Led initiatives on campus to drive over $5,000 in revenue
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| **Charlotte Football Club** – Charlotte, NC  |  March 2022 – Aug. 2022 |
| *Fan Ambassador* |
| * Worked cohesively with Charlotte FC personnel to deliver unforgettable fan experiences
* Personally generated over $15,000 in revenue every game by assisting team stores and vendors
* Assisted team, media, and stadium workers with operational policies and procedures

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| **PGA Tour Superstore** – Charlotte, NC  |  May 2022 – Aug. 2022 |
| *Club Services Specialist* |
| * Utilized knowledge of over 500 products and services to increase customer retention and sales
* Developed estimates by costing materials, supplies, and labor
* Used complex problem solving to develop effective solutions for customer’s needs
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| **LEADERSHIP AND COMMUNITY INVOLVEMENT** |
| **Alpha Epsilon Pi Fraternity** – Chapel Hill, NC | May 2022 – Nov. 2022 |
| *New Member Advisor* |
| * Assisted 20 new members in the adjustment to college schedules and coursework
* Managed a budget of $10,000 for academic resources, safety seminars, and team building retreats
* Ensured the GPAs of new members are up to the fraternity and university standards.
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| **Carolina Sport Business Club** – Chapel Hill, NC | May 2022 - Present |
| *Member* |
| * Provide professional development opportunities for UNC students interested in the sports business industry
* Host industry professionals at club meetings to provide resources
* Utilize alumni network to visit sports venues and events

**Carolina Best Foot Forward** – Chapel Hill, NC Aug. 2021 - May 2022*Member** Held events on campus to raise $7,000 for underprivileged kids in need of prosthetics
* Communicated with donors, clubs, and organizations to plan events
* Developed campaigns with club leaders to increase donation totals
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| **ADDITIONAL INFORMATION** |
| * Proficient in R, Excel, and Adobe
* Intermediate ability to speak Spanish
* Two-time NCHSAA Football State Champion
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