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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 | | | | | | | |
| **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 | | | | | | | |
| **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. | | | | | | | |
| **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 | | | | | | | |
| **ADDITIONAL INFORMATION** | | | | | | | |
| * Proficient in R, Excel, and Adobe * Intermediate ability to speak Spanish * Two-time NCHSAA Football State Champion | | | | | | | |