

NOAH GERSHWIN

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EDUCATION

University of Michigan September 2017 - May 2021

- B.A. in Sport Management, with a concentration in Sport Policy & Analytics.

University of New South Wales February 2019 - May 2019

- Semester abroad during sophomore year in Sydney, Australia, studying Sport Management.

PUBLISHED WORK

Author of Published Book 2015 - 2016

- Wrote/published "Whatever It Takes: The Journey from Rookie Ball to the Show," in which I conducted interviews with current and former MLB and MiLB players.

EXPERIENCE

Doner, Assistant Account Executive November 2021 - Present

- Responsible for managing project and deliverable timelines for Keck Medicine, L.L.Bean, and Del Monte, conducting competitive analyses, scheduling meetings, distributing call recap notes, editing presentations, reviewing proofs, organizing production files, taking point on network clearance.
- Primary agency contact for L.L.Bean brand partnerships team; liaised daily with prospective partner brands, contributed to ideation and pitch deck, led client-facing and internal strategic discussions.
- Spearheaded Del Monte account transition and file transfer, held strategic and logistical discussions with client partners and transition team, ensured fulfillment of website maintenance requests.

Center for Sport & Policy, Research Assistant November 2020 - May 2021

- Worked with Dr. Mark S. Rosentraub, supporting research efforts and client projects via data collection and entry, building analytical models, building monetization and absorption models, evaluating demand for development around venues, and illustrating key trends.

Innovative Prophets, President of Web Content Development February 2019 - August 2020

- Led day-to-day operations, global account manager for Fielder's Choice (AUS), Boomerang Inc. (PHL), and Galgano Tiant (USA), liaising daily with clients; oversaw deliverable production, consulted on strategy and B2C marketing, generated analytics reports, posted on clients' social media channels.
- Conducted sponsorship outreach for the Australian Baseball League (ABL); helped actualize multi-year partnership between ABL and Boral in first six months, collaborated on final partnership proposal.
- Additional duties included project management, copywriting, graphic design, web development, running the internship program, optimizing clients' e-commerce architectures, creating pitch decks.

FanFood, Lead Social Media Strategist October 2019 - February 2020

- Managed the company's official social media accounts; generated content and copy, wrote blogs, scheduled posts via Hootsuite for FanFood's Facebook, Twitter, Instagram and LinkedIn pages.
- Created strategies to increase customers' awareness of FanFood's partnership with Feeding America.

Next Level Sports Management, Marketing & Public Relations Intern May 2019 - August 2019

- Composed and presented competitor audits, managed clients' social media accounts, wrote and distributed email newsletters, and crafted pitches to prospective clients.
- Wrote press releases for Lucas Oil's Safeguard Fuel Conditioner and Red "N" Tacky Spray Grease.

ACADEMIC ACHIEVEMENT

University Honors 2017 - 2021

- Received designation for academic excellence at the University of Michigan.