

# IAN GOBRON

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## EXECUTIVE SUMMARY

- Engaging, driven, entrepreneurial sports industry agent with proven sales, contract negotiation, strategic partnership & sponsorship management, NIL, and relationship-building experience
- Founded and manage an athlete representation firm specializing in helping clients maximize their off-field income through the use of social media to improve their image and open up to a greater range of marketable opportunities

## EDUCATION

### University of Notre Dame, Mendoza School of Business

*Master of Science in Management (MSM)*

### Kenyon College

*Bachelor of Arts in History*

### Bond University (Abroad)

*School of Arts and Humanities*

**South Bend, IN**

Expected Graduation May 2023

**Gambier, OH**

August 2017-May 2022

**Gold Coast, Australia**

September 2019 – December 2019

## PROFESSIONAL EXPERIENCE

### Beyond the Bench Sports Group

*Founder and Principal*

**Boston, MA**

Jan 2020 - Present

- Built, lead and grow a sports marketing agency business via industry contacts and existing client references
- Represent athletes in endorsement and partnership negotiations
- Originate and implement strategies for personal and corporate brand growth
- Manage client social media presence and events
- Developed a profitable college recruiting advisory business line focused on high school athletes
  - Connect clients with college coaches, advise them on written and verbal communication with coaches, and counsel them through the admissions and financial aid process
  - Secured acceptances/commitments for six student-athletes YTD at schools such as Johns Hopkins, Vassar, Oberlin, Kenyon, Towson, and Bates
- Currently contracted with six professional and collegiate athletes
  - Notable BTB clients include: Joe Nardella, PLL MVP Runner-Up and 2x PLL Champion, Max Adler, PLL Champion, and Wickers Lacrosse Co.
- Doubled marquee client's social media growth across social media and streaming platforms
- Developed branding strategy and launched personal apparel line, which sold out three consecutive inventory orders
- Created the first lacrosse athlete-related NFT collection in 2021 on OpenSea
- Sponsor partnership deals include: Nike, Whoop, STX, Brein Fuel, NOW Sports Nutrition, Public Rec, Pso-Rite, State & Liberty, Signature Lacrosse, and Hyperice

### Faceoff Factory

*Marketing/PR Assistant and Coach*

**Boston, MA**

June 2018 – April 2020

- Responsible for social media content creation and scheduling for 26.3k followers
- Built subscription-based online coaching platform, FOF Online, with projected \$10K annual revenue
- Assisted in weekly coaching sessions for high school and middle school athletes

### Kenyon Men's Lacrosse

*Social Media Assistant*

**Gambier, OH**

January 2019 – July 2022

- Created and scheduled social media content for Instagram & Twitter—resulting in an 80.7% increase in followers

## NCAA & LEADERSHIP EXPERIENCE

### Kenyon College Men's Varsity Lacrosse Team

*Student-Athlete*

**Gambier, OH**

August 2017 – May 2022

- Organized participation in 2022 Dana Farber Charity Initiative—raised \$18,000
- 2020 Racism Group Leader—led teammates in discussions about race, current events, and actionable tasks

### Australia Lacrosse Association

*Volunteer Coach*

**Gold Coast, AU**

September 2019 – November 2019

- Organized and created practice plans, as well as coordinated and lead other volunteer members

## SKILLS & INTERESTS

**Relevant Coursework:** Digital Imaging, Accounting, Statistics in Business, Quantitative Business Analysis, Financial Principles, Principles of Management, Strategic Communication, Marketing Principles, Transformational Leadership

**Technical Skills:** Adobe Creative Cloud (Photoshop, Premier Pro, & Dreamweaver), Social Media Management, Website Construction, SPSS, Microsoft Office (Excel, PowerPoint, Word)