

Taven Passey

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Professional Experience

Head of NIL | The Duck Store | Eugene, Oregon

June 2024 - Present

- Negotiating and execution of over \$50,000 annually in NIL contracts with professional agents, delivering exclusive merchandise and experiences that elevate student-athlete brands and deepen community engagement.
- Building and scaling a profitable NIL program leveraging innovative product development, digital campaigns, and in-store promotions to drive multichannel consumer value and brand affinity.
- Cultivating long-term relationships with athletes and agents to secure high-level signings including Dillon Gabriel, Anson Aroz, and Aaliyah McCormick for the 2024-2025 fiscal year.

Sportswriter | Esports on SI (SI.com)

February 2025 - Present

- Covering top-tier esports competitions across multiple titles, generating 25,000+ monthly clicks through in-depth analysis, match breakdowns, and feature stories on players, teams, and meta shifts.
- Producing SEO-optimized guides and breaking news using player statistics, expert interviews, and strategic insights, to align content with audience trends and platform algorithms.
- Leveraging content analytics to guide editorial strategy, increasing click-through rates and social engagement across published articles.

Store Manager | The Duck Store | Eugene, Oregon

September 2022 - Present

- Leading a team of 12 to drive \$1.3 million in annual retail sales, consistently surpassing quarterly targets and setting monthly net profit records.
- Increasing net profit by \$51,500 in FY 2024-25 over previous management by streamlining operations and correcting labor efficiency.
- Collaborating with Recon and Nike to support Olympic athletes at the 2024 U.S. Olympic Trials, providing on-site nutrition support at the Nike Athlete House in Eugene.

Education

Bachelor of Science in Business Administration – Sports Business Concentration

University of Oregon, Lundquist College of Business | Eugene, OR

- Graduated Cum Laude
- Minor in Media Studies
- 5x Dean's List Honoree