

# Olivia Rains

918-704-5908 | [Olivia.Rains00@gmail.com](mailto:Olivia.Rains00@gmail.com)

## Education:

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| <b>Texas Tech University</b><br>Master of Science in Kinesiology and Sports Management<br>GPA 4.0 | <b>Lubbock, TX</b><br>August 2024 |
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| <b>Texas Tech University</b><br>Bachelors of Arts in Communication Studies | <b>Lubbock, TX</b><br>May 2023 |
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## Work Experience:

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| <b>Golden Hurricane Sports Properties</b><br><i>Manager of Business Development</i> | <b>Tulsa, OK</b><br>July 2024 - Current |
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- Meet and/or exceed assigned sales goals by developing and selling creative sponsorship packages
- Research and build relationships with local, regional, and national companies/brands to highlight the advantages of investing in collegiate athletics
- Execute the entirety of the sales process: prospecting, building/presenting sales presentations and end-of-year recaps, creating proposals, creating/negotiating contracts, upselling/renewing current partners, etc
- Manage a book of business and be responsible for the upselling and renewing of current partners
- Build and maintain lasting relationships with our corporate partners and athletic department staff
- Entertain clients and work various game day events (including some nights and weekends)
- Understand the sports sponsorship landscape including traditional, non-traditional, and digital marketing assets and stay up to date on changes and advancements within the industry
- Perform other related duties as required

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| <b>Texas Tech Athletics – Compliance Department</b><br><i>Student Intern</i> | <b>Lubbock, TX</b><br>January 2024 – July 2024 |
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- Manage sports CARA/VARA/RARA logs and calendars.
- Audit and approve expense reports.
- Conduct educational meetings for student-athletes and coaching staff, including updates on NCAA legislation.
- Assist with off-campus recruiting, official visits, and unofficial visits.
- Maintain education log, interpretations database, and prepare education mailings.

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| <b>Liv2 Athletics</b><br><i>President &amp; Creative Director/Coach</i> | <b>Multiple Locations</b><br>June 2019 – Current |
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- Establish personal brand, website, and merchandise platform for travel softball lessons and inquiries.
- Publish blog and stories featuring female athletes in sports.
- Manage year-round lesson and camp schedules, directing team and individual softball camps across Oklahoma and Texas.
- Coach over 10 students weekly in pitching.

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| <b>FC Tulsa Professional Soccer Team</b><br><i>Corporate Activation/Partnerships Intern</i> | <b>Tulsa, OK</b><br>May 2023 – August 2023 |
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- Created “Proof of Performance” pitch decks for corporate partners that showcase in-game elements listed in terms of the contract.
- Led research for potential new clients and potential sponsors to soccer club.
- Set up and Organize game day box suites and pass list for suite holders, players and coaches.

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- Organized and fulfill game day operations checklist.
- Maintained FC Tulsa's standards as it pertains to cleanliness, customer service and overall experience for guests.
- Labeled, tracked and organized all sponsored social media content.

### National Ranching and Heritage Center

Lubbock, TX

Education Intern

May 2022 – December 2022

- Coordinated lesson plans for 50+ educators and weekly responsibilities for 100+ volunteers.
- Organized nationally recognized fine art auctions for 500+ attendees.
- Created and executed press releases, promotional events, and guided tours for artists and artwork.
- Tracked online art sales, shipment dates, and design/sell T-shirts.

### Epic Fastpitch Softball Organization

Norman, OK

Coach/Social Media Director/Event Planner

September 2020 – January 2021

- Coached top 100 travel softball team (18u division) and developed athletes' "Name, Image, and Likeness" opportunities.
- Managed social media platforms, planned events, and negotiated contracts for large events (500+ attendees).
- Coordinated fundraising activities, volunteer management and partnerships with local businesses.
- Maintained records of donors and businesses contributing to events.

### Luba Sports

Remote (Due to COVID-19)

Intern/Assistant

June 2020 – August 2020

- Researched opportunities for partnering with multiple brands for professional athletes.
- Created social media platform full data analysis and curated posts based on followers.
- Assisted in marketing campaigns for professional athletes.

### Intercollegiate Athletics Experience:

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#### Texas Tech University Athletics

Lubbock, TX

Softball Student-Athlete

June 2019 – May 2024

- Dedicate over 40 hours per week to softball team competitions, practice, strength training, travel schedule, and team/individual meetings in addition to excelling in academics and community involvement.
- Develop transferable skills such as time management, teamwork, leadership, communication, accountability, resilience, and performing under pressure.
- Matador Club representative by focusing on building Texas Tech Softball's brand through press conferences and social media and volunteering at nonprofits in the Lubbock Community.
- Volunteer at the South Plains Food Bank, Ronald McDonald Children's Home, Meals on Wheels, and Boys and Girls Club.

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### Accomplishments:

- 2023 Big 12 All-Academic Big 12 First Team
- 2022 Under Armor Community Service Award Recipient
- 2021 NCAA Division I National Champion – Softball
- 2021 "How Youth Development Leads to Softball Success" published by Softball America
- 2021 Big 12 All-Academic First Team Honoree
- 2018 Michele Smith Award Winner
- 2017 Gatorade Player of the Year – Oklahoma

## **Olivia Rains**

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- 2017 “Play It Forward” Youth Sports Grant Recipient

### **Skills:**

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- Develop and maintain websites and social media accounts on platforms including Facebook, LinkedIn, Instagram, Twitter and Snapchat.
- Proficient in Microsoft Office Suite and Google Drive
- Create and maintain websites through Wix, Go Daddy and Square Suite
- Experience in Adobe Spark, Adobe Photoshop and Canva
- Multiple years of experience analyzing data in software programs: Rapsodo and Synergy