

# UTSAV CHADDHA

## MSc Sport Management

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### ABOUT ME

Extremely motivated to constantly develop my skills and grow professionally. Actively involved in sports, love to work in a fast-paced team environment and at the same time give my best individually.

### EXPERIENCE

#### Full Time

#### **07/2022 - 11/2022: Apex Digital (Remote, UAE)**

##### **Partnership Executive**

- Managed three projects concurrently.
- Served as the Head of Partnerships for the game, Search for Animera.
- Initiated contact with potential clients, presented our vision, and scheduled meetings with the team.
- Cultivated partnerships within the Web3 space and took charge of identifying collaborative opportunities by attracting potential partners for the company. The additional two projects involved UnoRe (Defi Insurance) and TribeOne (Lending platform).

#### **05/2022 - 07/2022: Dangal Games (Delhi, India)**

##### **Copywriter**

- Accountable for overseeing the post-ideation phase of three social media accounts: Dangal Games, Fantasy Dangal, and Poker Dangal.
- Developed and crafted advertising campaigns to promote the brands.
- Generated promotional messages aimed at engaging users.

#### Internships

#### **10/2021 - 04/2022: EXTREME International (Remote, UK)**

##### **Sports Content Editor**

- At Extreme, my responsibilities comprised contacting Content Creators/Athletes to acquire their content.
- I edited videos using Premiere Pro for publication on Extreme's social media channels, including UNREEL (300k+) and AutoAllStars (60k+)
- The social media platforms I worked on included Facebook (with monetized videos), Instagram, YouTube, and TikTok.

#### **03/2021 - 08/2022: Engage Digital Partners (Remote, UK)**

##### **Social Media Analyst**

- Gathered crucial data through analytical tools from clients' social media accounts.
- Collaborated with clients such as Spektacom and FC Bengaluru United.
- Developed informative presentations and contributed to pitch decks utilized for prospective clients.
- Independently compiled a presentation on the Indian E-Sports market using social media analytics tools.

#### **07/2020 - 09/2020: Arsedevels (Remote, India)**

##### **Sports Content Writer**

- Formulated and authored articles centred around football.

- Implemented appropriate SEO terms to enhance the article's visibility.

## **01/2020 – 03/2020: Sports For All- Mumbai Indians (Mumbai, India)**

### **Operations Intern**

- Ensured smooth match flow.
- Coordinated with various teams for timely match starts and maintained communication during stoppages.
- Organized certification and medal ceremonies post-match after obtaining approval.
- Presented match details, including the scorecard, to the manager.
- Managed post-match logistics, ensuring proper packing and setup for subsequent matches.
- Engaged with and assisted fans with inquiries during multiple daily matches.

## **04/2019 - 05/2019: Alley Sports Management (Indore, India)**

### **Sports Camp Manager**

- Managed a summer sport camp.
- Oversaw administration and management across multiple venues.
- Ensured streamlined workflow and operational efficiency.

## **EDUCATION**

### **2023 – Current: Loughborough University**

#### **Msc Sport Management**

- Economics of innovation in sports helped me gain insights into the economic drivers of technological advancements and strategic decisions within the sports industry.
- With the help of research methods, I equipped essential skills for conducting research in the sports industry. It covered methodologies, data analysis, and critical thinking, providing a foundation for evidence-based decision-making in sports management.

### **2018 – 2021: University of Mumbai: International Institute of Sports Management**

#### **Bachelor of Sports Management**

- Business statistics and economics courses contributed to the improvement of my critical thinking abilities.
- The sports marketing module played a key role in fostering my interest in sports marketing and social media.
- Conducted a dissertation on the Evolution of Rules in Sports, analyzing its impacts and benefits on the game. Included a survey to gauge fan opinions on the significance of constantly changing rules.
- Achieved a final grade of 7.6/10.

## **VOLUNTEERING**

- National Division 2 Rugby Volunteer - vs Camborne (Saturday 25th November 2023)
- Event Assistant – Loughborough Indoor Athletics Competitions (Saturday 9th December - 10th December 2023)
- National Division 2 Rugby Volunteer - vs Chester (Saturday 9th December 2023)

## **INTERESTS**

- |                      |                         |                       |
|----------------------|-------------------------|-----------------------|
| - SPORTS MARKETING   | - SOCIAL MEDIA ANALYSIS | - MARKET RESEARCH     |
| - MARKETING STRATEGY | - COPYWRITING           | - FOOTBALL PODCASTING |