

# Jesse Stafford-Lacey

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## EDUCATION

<b>Cumberland University, Labry School of Business</b>	<b>Lebanon, TN</b>
<ul style="list-style-type: none"><li>Master of Business Administration in Leadership</li><li>Cumulative GPA: 4.0</li></ul>	<i>Expected May 2023</i>
<b>University of Evansville, William L. Ridgway College of Arts and Sciences</b>	<b>Evansville, IN</b>
<ul style="list-style-type: none"><li>Bachelor of Science in Sports Communication: Multimedia</li><li>Four-year study abroad experience</li><li>Cumulative GPA: 3.78 <i>Dean's List all semesters</i></li></ul>	<i>May 2020</i>

## PROFESSIONAL EXPERIENCE

<b>Cumberland University</b>	<b>Lebanon, TN</b>
<b><i>Men's Soccer Graduate Assistant</i></b>	<i>June 2021-Present</i>
<ul style="list-style-type: none"><li>Assist in the development of university soccer team while driving the school mission and standards and ensuring athletes maintain the highest standards on the field and in the classroom.</li><li>Aid in implementing recruiting strategies with specific focus to immediate and future needs of the program.</li><li>Provide analysis on opponents from visual and statistical research and collaborated with other coaches to develop game strategies with the goal of optimizing number of wins per season.</li></ul>	
<b>Perfleck, Inc.</b>	<b>Jasper, IN</b>
<b><i>Virtual Tours Specialist</i></b>	<i>June 2020-May 2021</i>
<ul style="list-style-type: none"><li>Recorded, edited, and published virtual tours of real estate listings and vacation rental properties to increase awareness of available properties in the Florida area.</li><li>Trusted to relocate to Orlando, FL to partner with property managers and manage the creation of virtual tours using Matterport technology.</li><li>Developed two blog websites and maintained CRM systems to ensure consistent and high customer satisfaction.</li></ul>	
<b>Embrace Marketing and Communications</b>	<b>Evansville, IN</b>
<b><i>Creative Director</i></b>	<i>Fall 2018-May 2020</i>
<ul style="list-style-type: none"><li>Managed the company Creative Team, overseeing and part-taking in the completion of client projects and assisting the employees to achieve maximum results for clients.</li><li>Experience in website design, video production, and other media services for clients to drive increased engagement on all platforms.</li><li>Surpassed expectations from clients by utilizing strategic planning, consistent communication, and active engagement to ensure all deadlines were met.</li></ul>	
<b>Cincinnati Dutch Lions FC</b>	<b>Florence, KY</b>
<b><i>Digital and Graphic Design Internship</i></b>	<i>Summer 2019</i>
<ul style="list-style-type: none"><li>Developed an understanding of the behind-the-scenes operations at a successful sports organization.</li><li>Worked alongside fellow interns to create high-quality digital and social media content, improving fan engagement with the organization.</li></ul>	
<b>ESPN3</b>	<b>Evansville, IN</b>
<b><i>Camera Operator, Color Commentator, Head Graphics, Replay Operator</i></b>	<i>Fall 2016-May 2020</i>
<ul style="list-style-type: none"><li>Operated live camera for game day broadcasts for all University of Evansville athletics through both High &amp; Wide and Field Action perspectives.</li><li>Operated as color commentator for women's soccer live broadcasts.</li><li>Led in-game graphics operations and maintained responsibility for replays for live broadcasts.</li></ul>	
<b>LEADERSHIP</b>	
<b>NCAA Division I Men's Soccer</b>	<b>Evansville, IN</b>
<b><i>Captain</i></b>	<i>2016 – 2019</i>
<ul style="list-style-type: none"><li>Acted as liaison between the team and coaches to ensure unity and support among all team members, increasing communication and leadership skills.</li><li>Increased time management and organization skills by successfully balancing rigorous athlete and academic schedules, maintaining high regard in both areas</li></ul>	
<b>Student-Athlete Advisory Committee</b>	<b>Evansville, IN</b>
<b><i>SAAC Member</i></b>	<i>August 2018 – May 2020</i>

- Chosen to represent the University of Evansville Men's Soccer Team as part of an advisory committee.
- Developed and strengthened leadership skills in conjunction with other SAAC members.
- Engaged in positive change for all athletics at the University and within the Missouri Valley Conference.

## **Honors/Scholarships**

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| • Civic Reception Tralee Town Council  | November 2013       |
| • UE Merit Based Scholarship   | Fall 2016-Fall 2020 |
| • 2017-18 Missouri Valley Conference Commissioner's Academic Excellence Award. | Summer 2018         |
| • 2018 Missouri Valley Conference Scholar Athlete of the Week                  | September 2018      |
| • 2019 Missouri Valley Conference Scholar Athlete Team.                        | Fall 2019           |