

# Adrien Rohayem

Raleigh, 27607

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[LinkedIn - Adrien Rohayem](#)

## OBJECTIVE

Ambitious aspiring sports writer passionate about communication and storytelling, seeking to launch a career in media while developing the skills to advance into management within a major U.S. or international sports organization, contributing to operations, strategy, and long-term success.

## SKILLS & CERTIFICATIONS

Digital Marketing Strategy, Event Planning & Execution, Market Research & Competitive Analysis, Data Analysis & Reporting, Written Communication, Partnership Development, Public Relations, Cross-Cultural Communication & Intelligence certified, Skema Mentorship Program certified.  
English - Bilingual / French - Native / Spanish - Professional Proficiency.

## PROFESSIONAL EXPERIENCE

- Social Media Ambassador - Skema Business School**  
Skema Business School, Raleigh, NC
  - Content creation (graphics, photos, videos).
  - Developed and implemented a digital marketing strategy to enhance online visibility.

Sep 2025 - Pres
- Correspondent Writer (Sports Rubric) - The Technician**  
North Carolina State University, Raleigh, NC
  - Produced in-depth sports coverage for a weekly newspaper with 3,000+ copies in circulation.
  - Researched, analyzed, and interpreted sports statistics to support data-driven reporting.
  - Authored diverse content, including event analyses, match reports, and opinion articles.
  - Conducted interviews with athletes, coaches, and team managers.

Jan 2024 - Pres
- Marketing Intern - Sports Connect Agency**  
Paris, France
  - Planned and executed sports events, overseeing logistics, partner outreach, and promotional campaigns.
  - Developed and implemented a digital marketing strategy to enhance brand visibility.
  - Managed partnership activations to maximize sponsor engagement and ROI.

May - Jul 2025

## VOLUNTEERING EXPERIENCE

- Volunteer - Feed The Pack**  
North Carolina State University, Raleigh, NC
  - Contributed to weekly food distribution to 400+ beneficiaries.
  - Streamlined operations, ensuring efficient labeling, packaging, and shelving of food products.
  - Promoted the program through outreach initiatives and donor engagement.
  - Volunteered for 20+ hours in the span of four months.

Jan 2024 - Pres

## EDUCATION

- International Business (Double-degree) SKEMA Business School - North Carolina State University**
  - Managerial and financial accounting, principles marketing, business law, management information systems.
  - Mentorship program certificate - Skema Business School
  - Intercultural communication certificate - LinkedIn Learning

Sep 2024 - Pres
- Saint-Jean Hulst High School - Versailles**
  - With Honors - Economics & Foreign Languages and Cultures.

Sep 2020 - Jun 2024
- Putnam Science Academy - Putnam, Connecticut**
  - 3.75/4 GPA. Sports Management, statistics, environmental science, psychology. Varsity basketball.

Aug 2021 - May 2022

## INTERESTS

- Professional sports - NBA, NFL, English Premier League, UEFA Champions League.
- International Literature.