**Website Content**

“About Me” Page

* ABOUT ME CONTENT

I am young business professional with a variety of experiences and looking to gather more. Through my work as a Student Manger for a two-time Championship team in the Wisconsin Badgers Men’s Basketball Team (2020,2022), I have the knowledge of what it takes for a team to win. In my experience as a DoorDash driver, I understand the importance and processes of great customer service. As a lifeguard, I understand poise and responsibility. As a Ticket Sales and Service Intern with the Minnesota Twins, I understand the structure and function of a team behind a team, and what it takes to succeed in a business setting.

With these experiences and more I have discovered my passion to work and thrive in sports business. I am looking to continue to build my experiences and help each team I touch along the way.

* ABOUT ME PICTURE
* - professional headshot

“RESUME/CV” PAGE

* Resume (PDF)

ONLINE PORTFOLIO

* PHOTOSHOP IMAGE (Kirk)
  + Caption- Pictured is an edit featuring Vikings Quarterback Kirk Cousins as he started the 2022 season red hot throwing 8 Touchdowns and 0 interceptions
* IMAGE (ANT)
  + Pictured is an edit of a young star in Anthony Edwards for the Minnesota Timberwolves
* IMAGE (Twins)
  + Pictured is the disappointment in a potentially exciting year for the Minnesota Twins

CONTACT ME

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Andrew Praml 651-373-7499 • apraml@wisc.edu 777 University Ave • Madison, WI, 53715 Education University of Wisconsin- Madison Madison, WI Degree: Bachelor of Business Administration May 2022 Major: Marketing Minors: Sports Communication, Digital Studies Cumulative GPA: 3.64/4.00 Professional Experience in Sports, Promotions, and Research Men’s Wisconsin Basketball Team Madison,WI Student Manager Sept 2019-Present -Manage in-game promotions to create memorable gamedays for desired target markets -Use Microsoft Office to gather individual players’ data and manage a database containing records for over 20 years of practice stats -Assist in gameday operations and management by completing duties as assigned -Collaborate and engage with the Wisconsin Men’s Basketball Marketing, Ticket Sales, and Communications departments through various tasks as assigned and through my own curiosity Wisconsin School of Business Madison, WI Market Research Assistant Oct 2020-Present -Use Excel to conduct research on the PR strategy of different brands after a catastrophe -Aid in gathering insights from over three hundred participants through digital eye-tracking -Create representational graphs and make suggestions based on findings in gathered data National Basketball Academy- Junior Bucks Milwaukee, WI Coach/Social Media Assistant June 2021-Sept 2021 -Brainstormed and implemented ideas to promote registration in future Junior Bucks Camps -Captured numerous attention-grabbing moments on the court to be used in social media posts -Communicated professionally with camp members in person and via provided email lists Sports Business Club Madison, WI Active Member Jan 2020-Present -Network with representatives from ESPN Madison, Wisconsin athletics, and Altitude Sports by attending the keynote speaker series to enhance overall knowledge of the sports industry -Learn that every first impression and addition to a network is essential to work in sports Additional Involvement Wisconsin Roundnet Madison, WI Chair- Social Media Manager Sept 2019-Present -Market the UW-Roundnet team by creating content for all social media accounts -Received semester’s best social media presence award out of all 48 club sports at UW-Madison Enactus Madison, WI Volunteer Feb 2019-May 2019 -Aided in the creation of "Munch Punch," an incentive program in the Madison area helping the homeless of Madison by providing a free meal to a homeless shelter per every 10 punches -Partnered with different brands in the Madison area including Ians Pizza, Cheba Hut, and more -Built awareness of contemporary public issues and proposed various probable solution