

# AYAN SAPRU

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Passionate sport management and economics student with experience in marketing, analytics, and athlete representation to drive business growth.

## EDUCATION

### Isenberg School of Management, University of Massachusetts Amherst

Amherst, MA

Bachelor of Science in Sport Management & Managerial Economics

Candidate May 2026

- Coursework in Statistics, Analytics, Marketing, Resource Economics, AI in Economics and Sport Sponsorship
- Recipient of Chancellors Award Scholarship for all four years (\$10,000/year)
- Cumulative GPA: 3.40; Dean's List in Fall 2023, Spring 2024 & Fall 2024

## PROFESSIONAL EXPERIENCE

### Premier Talent Sports and Entertainment

New York, NY

Intern, Market Research

05/2025 – 08/2025

- Assessed the media and trade show landscape; mapping networks, events and sponsorship trends to generate qualified leads for PTSE's All Sports TV and client marketing projects
- Presented recommendations to strengthen PTSE's digital presence and market positioning based on benchmarking top baseball agencies across social media platforms, digital media & websites.
- Analyzed the youth showcase industry (competitors, pricing, participation, service gaps), producing insights that shaped PTSE's "Beyond the Bases" strategy.
- Researched All-Star Game brand opportunities, aligning PTSE clients with Atlanta-based companies; benchmarked youth baseball webinars to enhance positioning of an event for Zach Lutz.
- Created a database of 300+ MiLB executives, local businesses, memorabilia shops, and marketing agencies to streamline PTSE's sponsorship and outreach pipeline.

### JSW Sports Pvt Ltd (South Asia's 2nd largest sports agency)

Mumbai, India

Intern, Marketing

06/2025 – 08/2025

- Prepared a marketing brief and branding opportunities to support creation of the first Pro Padel League in India
- Coordinated event and marketing operations for an International Javelin event "Neeraj Chopra Classic" [Neeraj Chopra an Olympic Gold Medalist is a JSW asset, assisted logistics for 12 international athletes and was part of the team that handled communications and fan activations for 15,000 spectators
- Analyzed survey data and created Fan Engagement & Cause Marketing update and planning reports for JSW assets (Delhi Capitals (Cricket, IPL team) and Bengaluru FC (Soccer, ISL team)

### Sony Sports Network (a division of Sony Pictures Network)

Mumbai, India

Intern, Marketing

06/2024 – 08/2024

- Prepared a refined SMM strategy based on a comprehensive audit of Sony Sports Network's digital media assets & marketing content across multiple sports, Soccer, Cricket, Tennis, UFC & WWE.
- Presented research-based recommendations to the Marketing leadership team, focused on driving growth based on higher traction, and enhanced penetration among target segments, on Instagram.
- Prepared a marketing brief for the promotional campaign for US Open 2024; aired on TV & social media; and assisted in Live SM content management during cricket series between India and Sri Lanka

### University of Massachusetts Amherst Men's Soccer

Amherst, MA

Marketing Intern, Men's Soccer Team

08/2023 – 12/2023

- Developed promotional activities to boost fan engagement and attendance at home games for the team
- Worked directly with the Assistant Coach to implement sales promotions and marketing strategies

### Lumiere Business Solutions

Mumbai, India

Market Research Intern (Qualitative Research)

07/2023 – 08/2023

- Conducted desk research and summarized research findings into actionable insights for team/client.
- Performed market assessments & customer behavior analysis on car battery purchase & online gaming

## RELEVANT ACTIVITIES

On-Campus Recruiting Assistant

Men's Football Team, UMass Amherst

02/25 – 05/25

Teaching Assistant

McCormack Department of Sport Management

08/24 – 12/24

Founder & Chief Content Creator

Everything Sport Inc.

08/20 – 05/22

## SKILLS

Computer skills: MS Power BI, Excel, PowerPoint, Word, Python, HTML, Photoshop, Access, Canva, iMovie

Professional Interests: Marketing, Data Analytics, Finance, Consulting

Sports: Soccer, Basketball, Cricket, Pickleball, Tennis

Personal Interests: Community Service, Theater, History, Fitness, Music, Movies and Travel

Languages: English, Hindi, Spanish