

# AYAN SAPRU

+1 (413) 658-5677 | [www.linkedin.com/in/ayansapru](http://www.linkedin.com/in/ayansapru) | ayansapru@umass.edu

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

## EDUCATION

---

<b>Isenberg School of Management, University of Massachusetts Amherst</b> <i>Bachelor of Science in Sport Management &amp; Managerial Economics</i>	<b>Amherst, MA</b> <i>Candidate May 2026</i>
<ul style="list-style-type: none"><li>• Coursework in Statistics, Analytics, Marketing, Resource Economics, AI in Economics and Sport Sponsorship</li><li>• Recipient of Chancellors Award Scholarship for all four years (\$10,000/year)</li><li>• Cumulative GPA: 3.40; Dean's List in Fall 2023, Spring 2024 &amp; Fall 2024</li></ul>	

## PROFESSIONAL EXPERIENCE

---

<b>Premier Talent Sports and Entertainment</b> <i>Intern, Market Research</i>	<b>New York, NY</b> <i>05/2025 – 08/2025</i>
<ul style="list-style-type: none"><li>• 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</li><li>• Presented recommendations to strengthen PTSE's digital presence and market positioning based on benchmarking top baseball agencies across social media platforms, digital media &amp; websites.</li><li>• Analyzed the youth showcase industry (competitors, pricing, participation, service gaps), producing insights that shaped PTSE's "Beyond the Bases" strategy.</li><li>• 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.</li><li>• Created a database of 300+ MiLB executives, local businesses, memorabilia shops, and marketing agencies to streamline PTSE's sponsorship and outreach pipeline.</li></ul>	

<b>JSW Sports Pvt Ltd (South Asia's 2nd largest sports agency)</b> <i>Intern, Marketing</i>	<b>Mumbai, India</b> <i>06/2025 – 08/2025</i>
<ul style="list-style-type: none"><li>• Prepared a marketing brief and branding opportunities to support creation of the first Pro Padel League in India</li><li>• 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</li><li>• Analyzed survey data and created Fan Engagement &amp; Cause Marketing update and planning reports for JSW assets (Delhi Capitals (Cricket, IPL team) and Bengaluru FC (Soccer, ISL team)</li></ul>	

<b>Sony Sports Network (a division of Sony Pictures Network)</b> <i>Intern, Marketing</i>	<b>Mumbai, India</b> <i>06/2024 – 08/2024</i>
<ul style="list-style-type: none"><li>• Prepared a refined SMM strategy based on a comprehensive audit of Sony Sports Network's digital media assets &amp; marketing content across multiple sports, Soccer, Cricket, Tennis, UFC &amp; WWE.</li><li>• 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.</li><li>• Prepared a marketing brief for the promotional campaign for US Open 2024; aired on TV &amp; social media; and assisted in Live SM content management during cricket series between India and Sri Lanka</li></ul>	

<b>University of Massachusetts Amherst Men's Soccer</b> <i>Marketing Intern, Men's Soccer Team</i>	<b>Amherst, MA</b> <i>08/2023 – 12/2023</i>
<ul style="list-style-type: none"><li>• Developed promotional activities to boost fan engagement and attendance at home games for the team</li><li>• Worked directly with the Assistant Coach to implement sales promotions and marketing strategies</li></ul>	

<b>Lumiere Business Solutions</b> <i>Market Research Intern (Qualitative Research)</i>	<b>Mumbai, India</b> <i>07/2023 – 08/2023</i>
<ul style="list-style-type: none"><li>• Conducted desk research and summarized research findings into actionable insights for team/client.</li><li>• Performed market assessments &amp; customer behavior analysis on car battery purchase &amp; online gaming</li></ul>	

## RELEVANT ACTIVITIES

---

<i>On-Campus Recruiting Assistant</i>	<i>Men's Football Team, UMass Amherst</i>	<i>02/25 – 05/25</i>
<i>Teaching Assistant</i>	<i>McCormack Department of Sport Management</i>	<i>08/24 – 12/24</i>
<i>Founder &amp; Chief Content Creator</i>	<i>Everything Sport Inc.</i>	<i>08/20 – 05/22</i>

## 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