

# JULIAN SEINFELD

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## SKILLS & EXPERTISE

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<b>Brand Development</b>	Product/Clothing Collaborations, Outreach & Sponsorships, Marketing	<b>Social Media Management</b>	Curating High-Engagement Content, Facebook/Instagram Account Growth	<b>Research &amp; Analysis</b>	Applied Data Analysis, Case Studies, Contract & Negotiation Basics
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## EXPERIENCE & PROJECTS

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### Brand Development Intern | 35 Ventures/Boardroom

May 2021 - Present

- Partnered with a product designer to conceptualize and launch a capsule collection of business accessories.
- Executed brand-building strategies through targeted marketing campaigns and in-person events, driving measurable increases in audience engagement
- Orchestrated collaborations with leading streetwear brands, introducing new revenue streams and expanding product offerings
- Initiated and cultivated sponsor relationships, managing full-cycle outreach and negotiation to enhance brand partnerships
- Developed innovative graphic designs and managed social media content, boosting audience interaction and brand awareness
- Leveraged data-driven insights to optimize Boardroom/35 Ventures accounts, refining content strategies and improving overall performance

### Creative Consultant | Lift Sports Management

January 2022 - September 2023

- Designed official athletic apparel worn by professional and collegiate athletes
- Coordinated with agents and brand representatives to secure marketing deals and sponsorships for clients
- Curated social media content to amplify client brand presence and fan engagement
- Provided general management support to an NBA player and various collegiate athletes, ensuring seamless day-to-day operations

### Independent Study | NYU Tisch Institute for Global Sport (Grade 12)

- Researched “best practices” in athlete representation, focusing on contract negotiation, agent certification, and ethical guidelines
- Analyzed case studies and academic literature to understand effective sports agent strategies

## COMMUNITY SERVICE & LEADERSHIP

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- **Social Media Intern, Invisible Hands Deliver (Grade 11, 12)**
  - Managed Facebook/Instagram platforms with 10,000+ collective followers, driving awareness and fundraising initiatives
  - Assisted with research, partnership outreach, and daily operations for high-risk New Yorkers during the COVID-19 pandemic
- **Intern, Challenged Athletes Foundation (Grade 12)**
  - Led weekly virtual sessions with special needs athletes, promoting CAF programs and inclusivity
  - Supported the development of a high school outreach program to broaden CAF’s mission
- **Volunteer, Good+Foundation (Grade 8–10)**
  - Organized and packed donations (books, toiletries, cribs) for families in need, ensuring quality care in distribution

## EDUCATION

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**Duke University** – AB in Sociology, Markets and Management Studies Concentration  
**Ethical Culture Fieldston School**

Class of 2025  
Class of 2021