



DAN SHEETZ

STUDENT, SPORTS GUY, TROJAN, BOSTONIAN, REDHEAD

INVOLVEMENT

Beta Theta Pi Fraternity
Vice President
2016-present

USC Sports Business Association Member
2015-present

USC Association for Innovative Marketing
2017-present

SKILLS

TECHNICAL

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Microsoft Excel
- Presentation Software
- HTML / CSS
- SQL Database Coding
- Google Analytics

INTERPERSONAL

- Presenting
- Public Speaking
- Collaboration
- Leadership
- Cold calling/emailing

INTERESTS

- Basketball
- Football
- Travel
- Cooking
- Photography
- Rap and R&B Music
- Digital Design

EDUCATION

IOVINE & YOUNG ACADEMY • 2015 -- 2019 • GPA - 3.54 UNIVERSITY OF SOUTHERN CALIFORNIA

A program founded by Dr. Dre and Jimmy Iovine in 2014. The curriculum is at the intersection of Design, Innovation and Entrepreneurship. Core coursework includes Disruption Innovation, Graphic Design and Coding. Emphasis in Marketing Techology and Sports Business Communications.

BEAVER COUNTRY DAY SCHOOL • 2012 -- 2015 • GPA - 3.8

Attended an innovative high school in Chestnut Hill, MA, focusing on a progressive curriculum of collaboration and experiential learning.

WORK EXPERIENCE

ATHLETE MARKETING INTERN • WASSERMAN • FALL 2017 • L.A.

Worked on the traditional athlete marketing side, compiling target lists, cold-calling potential partners and structuring partnership outlines to create marketing opportunities that excite our Team Sports clients. Worked mostly with Emmanuel Mudiay and D.J. Wilson of the NBA.

CONSULTANT • USC ASSOC. FOR INNOVATIVE MARKETING • 2017

Part of a competitive undergraduate club at USC where members work as marketing consultants for LA-based companies. Member of a team that is helping to create a campus ambassador program and digital marketing strategy for the VR community UPLOAD.

UNIT LEADER • CAMP CARIBOU • 2013 – 2017 • WATERVILLE, ME

Served in an administrative role overseeing a unit of 90 campers managing social dynamics. Tasked with seeing to it that the staff are able to do their jobs as effectively and enjoyably as possible. Worked at the camp for four years and was promoted three times.

PERSONAL EXPERIENCE

LIFE & LEADERSHIP EXPERIENCE

Grateful to have grown up in a family that values experiences. Traveled to 18 countries across five continents. Have always been a leader. Was VP of my high school, captain of my high school soccer and basketball teams and am a perennial executive board member in my fraternity.

PERSONAL PHILOSOPHY

Choose: Humor, Health and Happiness
Practice: Altruism, Alacrity and Awareness

