

# JOE GELAY

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## EDUCATION

**University of South Carolina** - Columbia, SC

**Bachelor of Science** - May 2015

*Major: Sport and Entertainment Management*

• **GPA:** 4.0

• **Academic Achievements:** Academic Excellence Senior Award, Magellan Scholar, Capstone Scholar, President's Honors List, Woodrow Scholarship

**Universidad de Salamanca** - Salamanca, Spain

**Study Abroad** - *International Studies* - Spring 2014

## RESEARCH

**Managing Ambush Marketing at Mega Sport Events: A case study of the 2014 FIFA World Cup**

*University-funded Independent Study*

Sep. 2013 - Dec. 2014

• Independently analyzed contemporary ambush marketing techniques after observing at the 2014 FIFA World Cup in Rio de Janeiro, Brazil.

**Privatization of Tailgating at Williams-Brice Stadium**

*Independent Study*

Jan. 2012 - May 2012

• Investigated the legal, managerial, economic, and ethical implications of the privatization of tailgating events.

## EXPERIENCE

**Peace Corps** - Ancash, Perú

Apr. 2016 - Jun. 2018

*Community Economic Development Volunteer*

• Consulted small businesses and producer associations. Facilitated the improvement of business management skills, including: financial management, customer service, and marketing.

• Trained youth and women on entrepreneurship through courses and consulting. Topics covered included idea generation, financial management, and sales strategies.

• Formed, advised, and successfully liquidated two community funded and managed micro-finance and savings organizations using Peace Corps Peru's community banks methodology.

**CheapVeganShop.com** - Webpage

Oct. 2017 - Present

*Founder*

CheapVeganShop is a website dedicated to helping people eat healthy on a budget.

• Front and backend website design using HTML, WordPress.

• Content writing including affiliate marketing.

• Email marketing, SEO, A/B testing, and social media marketing.

**Wolfe Solutions** - Columbia, SC

Jan. 2015 - Mar. 2016

*Account Coordinator*

Wolfe Solutions is a boutique sports marketing agency specializing in nationwide motorsports activations.

• Supported sports marketing programming for clients including Twisted Tea, Fresh From Florida, and Kroger.

• Researched and developed consumer insights for account growth and client development.

• Provided creative direction for new marketing activations.

**SEVT Conference** - Columbia, SC

Aug. 2013 - Dec. 2014

*Director - Career & Internship Fair*

The Sport, Entertainment, Venues Tomorrow conference brings together the brightest students and most respected industry leaders from around the world.

• Raised industry and student participation in career fair to new records in both years as director.

**Soccer Shots** - Columbia, SC

Aug. 2013 - Dec. 2014

*Instructor*

• Independently organized and instructed soccer programs for children aged 3-8. Lessons focused on teaching principles and life skills such as teamwork, honesty, and confidence.

## LANGUAGES

Spanish (Advanced / Highly Proficient)