**Atakan Gezer**

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**EDUCATION Tulane University,** New Orleans, LA August 2023 – May 2025

*Master of Science in Sports Studies*

* Sports Marketing & Finance
* **GPA:** 3.94
* Constructed a Marketing Plan for TK Hockey Academy, with a $100,000 to maximize impact through strategic initiatives
* Developed a social media marketing campaign for USTA’s 30-All Campaign, establishing KPIs and customer segments to boost awareness

**Rollins College,** Winter Park, FL May 2021

* *Bachelor of Arts in International Business*
* Concentration in Finance; Minor in Spanish
* **GPA:** 3.86
* Captain of the Varsity Tennis Team (3 years) and All-Academic Scholar Athlete

**WORK EXPERIENCE**

**Tulane University,** New Orleans, LA August 2023 – Present

*Graduate Assistant – Tulane Men’s Tennis*

* Collaborate with coaching staff to design team practices specifically addressing specific player challenges on-court
* Compile and analyze game/practice clips and AI-driven datasets to identify player trends and enhancing team strategy
* Coordinate with strategic communications manager to create marketing plans for the team, boosting engagement
* Manage the budget for Tulane Men's Tennis program, overseeing allocation of funds for travel, equipment, recruiting, and team operations, ensuring financial efficiency and compliance with university and NCAA regulation
* Utilize machine learning tools and Microsoft 365 to improve recruiting efficiency and identify high-potential prospects

**Washington and Lee University**, Lexington, VA September 2022 – August 2023

*Assistant Men’s Tennis Coach*

* Promoted a humble team culture and purposeful work ethic to enhance the student-athlete experience on and off the court
* Administered the budget for W&L Men's Tennis program, coordinating expenses related to travel, equipment, recruiting, and team operations
* Collaborated with creative and marketing teams to provide accurate and engaging media presentation of the program
* Developed and launched a targeted email campaign for 2024 recruits, improving reach and engagement to attract candidates
* Built and maintained healthy relationships with recruits successfully convincing several top candidates to join the program

**Association Tennis Professional (ATP),** Antalya, Turkey December 2021 – January 2022

*Event Operations Associate at the ATP 250 Antalya Open*

* Cooperated with event manager and supervisors in overseeing event logistics and maintaining efficient operations
* Acted as a liaison between marketing, PR, and security departments to ensure cohesive communication and resolve issues
* Provided real-time troubleshooting for operational challenges, contributing to a smooth event experience for players

**AssuredPartners,** Orlando, FL January 2020 – May 2020

*Organic Growth Team Analyst*

* Consolidated large data sets to extract valuable insights on potential clients, enabling brokers to generate new business leads
* Analyzed year over year sales contest result and CRM data to identify performance trends among brokers
* Presented data insights to the Organic Growth Team, enhancing business strategies through data-driven recommendations

**AssuredPartners,** Cranford, NJ June 2019 – August 2019

*Sales Operations Analyst Intern*

* Collaborated with the Chief Organic Growth Officer to establish sales trends and guide future investment strategies
* Compiled and assessed revenue from new business initiatives using Microsoft Dynamics 365 revealing growth opportunities
* Developed methods for measuring sales performance through Microsoft Excel, improving accuracy of reporting
* Provided data insights to outline business growth and identify areas for strategic expansion