

Jayce Riegling

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<https://jayceriegling.com>

EDUCATION

Indiana University, School of Public Health - Bloomington, IN
Major: Sports Marketing & Management

May 2024

GPA: 3.85/4.00

ACTIVITIES

Summit City Sports Academy

May 2022 & December 2022

Event Manager

- Executed 2 NIL Events for Big Ten football and baseball athletes that raised over \$8,000.
- Coordinated a marketing plan to attract sponsors, Big Ten athletes, and campers.

JKR Podcast

February 2021 - Present

Host & Social Media Manager

- Interview a variety of athletes, athlete agents, and other sports business professionals to expand my network.
- Perform guest outreach and manage social media platforms to establish the podcast brand.
- Built relationships with Texas Twelve, Arkansas Sticks, Indiana Bulls, and Midwest Canes coaching staff

Grady Sports Agent Academy

Fall 2020 & Spring 2022

Student

- Assembled a mock Sports Agency in a 10-week course with NFL Agent Joshua Grady to gain industry knowledge.
- Learned about player recruiting, scouting, contract negotiations, agency financing, and player marketing/branding to gain basic client representation skills.

2019 NECC Home Run Derby

August 2019 – November 2019

Event Manager

- Strategically planned, projected, and executed the process from start to finish to create an efficient event.
- Coordinated marketing, branding, sponsor/ticket sales, financing, public relations, and scheduling of event to insure the best atmosphere for consumers.
- Raised over \$5200 with over 350 fans in attendance on Gameday.

EXPERIENCE

KARES Sports Management, Nashville, TN

August 2022 – December 2022

Player Agent Intern

- Established the KSM Pitch Deck presented to all potential MLB Draft clients for the 2023/2024 MLB Drafts.
- Retrieved data and created analysis' on Draft Signing Bonuses for positions and collegiate conferences.
- Experienced a recruiting meeting in person to educate myself on how to speak to a potential MLB Draft client.

Kalao Nightclub, Bloomington, IN

August 2021 - Present

Head Barback/Bartender

- Guided 5-6 other barbacks monthly to improve the consumer experience.
- Improve the liquor system behind the bar by communicating with managers and strategically planning each night.
- Built trust amongst Managers to become first Barback guaranteed a bartender position when turning 21. (Dec 2022)

4wrđ Sports & Entertainment, Phoenix, AZ.

January 2020 – May 2020

Player Agent Intern

- Spoke with IFL and XFL GMs and coaches regarding our client' Messiah Buchanan.
- Aided company CEO during potential client recruiting calls with targeted players to educate myself on how to speak to a client.

Capture Sports Agency, Fort Wayne, IN

July 2019 – January 2021

Player Agent Intern

- Created Draft Reports on targeted players, spoke 1 on 1 with recruits, and contacted FIBA teams regarding clients.
- Created player presentation that was used for all recruits to enhance the possibility of signing new clients.
- Led the other interns through player evaluations, recruiting and presentation making.

SKILLS/INTERESTS

Podcasts | NIL Advocate | Athlete Driven Authentic Content | Avid Traveler | Venture & Event Management