

MARIEL WHITE

Gainesville, FL | 404-924-9979 | marielwhite98@gmail.com

Lifestyle Blog: MarielWhite.com

EDUCATION

Bachelor of Science in Sport Management, Minor in Mass Communication
University of Florida, December 2021
GPA: 3.76/4.0

WORK EXPERIENCE

Athletic Communications Intern

UF Athletic Association | 1/2020 - 5/2021

- Researched, interviewed, and wrote over 10 feature stories on UF athletes
- Wrote press releases on short deadlines
- Updated various sport statistics weekly
- Attended and recorded every post-game press conferences; transcribed relevant quotes to be included in game recaps published on FloridaGators.com
- Completed variety of other assigned tasks within deadline

Digital Marketing Intern

Yardstick Digital Marketing | 6/2018 - 7/2019

- Aided small businesses' growth through digital marketing techniques, such as paid search and search engine optimization
- Evaluated and improved Google Ads accounts for various employees

Engagement Ambassador

UF Calling Center | 1/2017 - 9/2017

- Contacted UF alum to build connections, maintain their engagement with the university, and to raise funds for the institution
- Provided information, answered questions and tried to overcome objections by presenting donation benefits in a positive light
- Developed better communication, networking, phone, and technology skills

Hydration Specialist

Gatorade | 5/2017 - 8/2017

- Prepared beverages for sport camp attendants and families
- Learned the layout of all the sports complexes on UF's campus and the different tasks required at each
- Networked with fellow students and others involved in Florida Gator sports to expand my professional connections

Sales Associate

Old Navy | 5/2016 - 8/2016

- Assisted customers, promoted Old Navy Credit Cards, and kept sales floor neat and organized
- Available during scheduled hours and when called upon to help build strong relationship with managers

HONORS & AWARDS

9/2020 | Michigan Sports Business BIG Initiative recipient

6/2020 | Phi Mu Foundation Scholarship Recipient

6/2020 | UF College of Health and Human Performance Scholarship Recipient

5/2020 | Unstoppable Minds Podcast, spoke for UF's podcast

1/2020 | Florida Gator Magazine, featured in the 2020 issue

12/2019 | UF Panhellenic Scholarship Recipient

6/2016 | Atlanta Gator Club Scholarship Recipient

LEADERSHIP & INVOLVEMENT

Blogger

MarielWhite.com | 6/2019 - Present

- Write content to encourage, motivate, and educate my readers
- Build and maintain website, create and sustain relationships, and regularly produce content
- Acquired 113 subscribers in the first 3 months, posted 20 articles in the first year, and continue to grow my audience and content

Advisory Board Member

O'Connell Center Advisory Board | 8/2020 - 5/2021

- Reviewed documents including budgets, quarterly statements, and calendar of events
- Attended quarterly meetings, provided feedback and insight on documents from a student's perspective

Student Sports Reporter

ESPN Gainesville | 8/2020 - 12/2020

- Coordinated with local high school athletic directors and coaches, attended sporting events, took notes during games, and interviewed players and coaches
- Wrote game previews, recaps, and feature stories to be included on wruf.com and ESPN Gainesville's social media platforms

Volunteer

NFL Pro Bowl Experience | 1/2020

- Traveled to Orlando, FL to assist, direct, and check in passionate guests of the Pro Bowl experience at ESPN's Wide World of Sports
- Improved communication and technology skills by communicating with directors and patrons of all ages; learned new technology to check patrons in

Football Block Chairman | Bid Day Committee

Phi Mu Sorority | 1/2017 - 5/2021

- Successfully communicated with 250 chapter and executive members, coordinated with external parties such as the ticket office, and kept track of tickets
- Planned and organized themes, gifts, and activities while keeping to a strict budget
- Spoke during 2019 Fall recruitment to over 1,000 guests to share my story and experiences both at and outside of UF

Guest Interviewer

Tim Tebow Foundation | 3/2019

- Interviewed over 30 celebrities on the red carpet of the Tim Tebow Foundation Gala alongside reporters from ESPN and People Magazine
- Researched guests beforehand and prepared questions to discuss while on camera
- Networked and developed connections with other reporters, staff and guests