

Joseph Laughlin

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Education

Youngstown State University, College of Counseling, *Youngstown, Ohio*
Major: Student Affairs and College Counseling

Expected May 2021

Xavier University, Williams College of Business, *Cincinnati, Ohio*
Major: Sport Management
Minor: Finance

May 2019

Relevant Experience

Youngstown State University

Youngstown, OH

Graduate Assistant Intern, Club Sports and Summer Camps

July 2019 – Present

- Implemented a Club Sports Executive Board consisting of three undergraduate club sport officers who would spend two hours each per week in the office working on projects and tasks relevant to club sports
- Established a Club Sports Council consisting of every officer from every active club sport designed to act as a legislative body that will induct new clubs, vote in Club Sport Executive Board elections, and vote on new legislation for the Club Sports Manual
- Developed a completely revamped marketing and social media strategy for club sports that produces relatable content built to sound, look, and behave like the everyday college student
- Created a brand new logo to be used in all marketing campaigns for Youngstown State University Club Sports
- Spearheaded an initiative in partnership the Student Government Association to design a new budgeting system that would give each club sport one lump sum of money to operate their club with for the academic year
- Built an Excel spreadsheet called the Treasurer's Tool now used by all sports to track all revenues and expenses
- Review each Treasurer's Tool at the end of each academic year to make further decisions on the amount of money each club will receive to operate their club with for the following academic year
- Collaborate with Coordinator of Club Sports and Summer Camps to create and lead annual training programs for Club Sports officers, Club Sports Monitors and Supervisors, and Summer Camp Counselors
- Advise the Student Recreation Advisory Committee, an organization that centers around students being able to voice their concerns or opinions about any topics related to campus recreation in a town hall-style meeting

Student Lead-on Planning Committee

Marketing and Sustainability Committee Member

- Develop and execute a social media-centered marketing campaign that includes relatable and informative content
- Created a new logo for Student Lead-on 2020 that incorporates the "Rocket" theme in a fun and effective way
- Collaborate with others to put together a new brand for Student Lead-on that resonates with the college audience

Xavier University

Cincinnati, OH

Club Sports Council Executive Board Chair

April 2018 – May 2019

- Direct and manage a budget of over \$400,000 efficiently used to fund club sports expenses and team allocations
- Manage master schedule of events for entire club sports council spanning 27 sports
- Engage in weekly meeting with Executive Board and Club Sports Coordinator to plan agendas for bi-weekly club sports council meetings, discuss current social media objectives, make decisions regarding any club sports compliance violations by any given club, and set goals for the week directed toward improving our program
- Discuss topical content during bi-weekly meetings that can help elevate each club sport as a business, athletic franchise, social club, and representative of Xavier University
- Serve as the student liaison between club sport and club sport coordinator for 5 sports

Men's Lacrosse Club President, 2017

December 2016 – May 2018

- Managed a \$15,000 program budget to pay for equipment, referee fees, goals, uniforms, balls, and travel
- Doubled program membership, lowered membership dues by \$100 per member, and scheduled and played in a program record 17 games and 3 tournaments in the fall and spring
- Received the eighth lowest (out of 27 club sports) amount of funding from the university, and ended the year as one of two club sport programs to turn a bottom line profit
- Schedule four practices/week on campus and work with coaches to design applicable drills and team philosophies

Athletic Department Marketing Intern

April 2018 – Present

- Execute game day operations for women’s volleyball and men’s and women’s basketball teams
- Create e-mail marketing campaign for women’s volleyball to local youth volleyball programs
- Participate in bi-weekly think-tank meeting discussing upcoming promotions and sponsorship ideas for athletic events, such as Musketeer Madness and student giveaways for athletic events

Cincinnati Public Schools Athletic Department

February 2018 – August 2018

Head Lacrosse Coordinator

- Applied for and obtained the Soft Stick Program from US Lacrosse, providing 43 elementary schools with lacrosse sticks and lacrosse balls for physical education classes
- Design curriculum for after-school instructional programs to increase lacrosse participation within 43 elementary schools throughout the city of Cincinnati
- Design template for a week-long summer camp for 50+ kids ages 7-14
- Hire volunteer coaches throughout the city of Cincinnati to teach the game in new and effective ways

Walnut Hills High School Athletic Department

November 2017 – December 2019

Intern

- Work with Athletic Director to overlook the largest high school athletic department in the state of Ohio
- Advertise to sponsors looking to put signs up in stadiums and arenas
- Organize and maintain all levels of high school athletic sporting events and tournaments
- Obtain sponsorships for department fundraisers and events
- Live-Tweet Varsity Basketball and Football games via the Walnut Hills Athletics Twitter Page

Involvement

Student Leaders Advisory Board

August 2018 – Present

Bishop Fenwick Place Residence Hall Council, *President*

August 2016 – May 2017

YMCA of Greater Dayton, *Summer Camp Counselor*

April 2016 – August 2016