

William J. Trent

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(540) 815-3224 ■ trentwj@jmu.edu

Education

James Madison University

Harrisonburg, VA

Master of Kinesiology, Sport and Recreation Management

August 2015 – May 2017 (expected)

Track: Campus Recreation Leadership; GPA: 4.0

Virginia Polytechnic Institute and State University – “Virginia Tech”

Blacksburg, VA

Bachelor of Science, Communication (Public Relations)

August 2010 – May 2014

Minor: Leadership and Social Change Minor; Cognate: Marketing

Graduated Summa Cum Laude. GPA: 3.8

Experience

James Madison University Recreation

Harrisonburg, VA

Graduate Assistant: Marketing & Social Media

2015 - Present

- Oversee collection, proofing and distribution of marketing plans, including print and digital promotional materials from nine student marketing assistants
- Supervise social media strategic coordination of departmental Facebook, Twitter, Instagram, Snapchat, YouTube, and Flickr accounts
- Coordinate and lead biweekly staff Marketing Assistant and Specialist staff meetings; facilitate professional development training including graphic design, social media, campus outreach, job searching, and more
- Communicate with JMU's Student Newspaper: The Breeze; coordinate advertising contract and scheduling
- Produce departmental End of Year Video; compile footage, design concept, release at End of Year banquet
- Edit department website and program digital video displays
- Spring 2016: Selected for additional responsibilities and paid hours due to professional staff vacancy

Duke University Recreation and Physical Education

Durham, NC

Interim Coordinator of Marketing (single-professional department)

March 2015 – June 2015

Marketing & Campus Outreach Assistant

July 2014 – March 2015

- Coordinated all marketing, social media, graphic design, public relations, and campus outreach initiatives
- Ensured brand consistency with the University and Duke Athletics through creation of logos, taglines, event names, and other material necessary
- Produced, edited, and designed apparel, graphics, photography, and videography for special events
- Managed a \$100,000 budget; tracked expenses and created savings for the department in the fiscal year
- Generated content for event descriptions, flyers and other marketing collateral, and digital slides seen by over 50,000 students and employees across three campuses
- Planned and executed all content and campaigns for Facebook and Twitter; created an Instagram and YouTube presence
- Organized photography and editing for special events; initiated a 6-minute promotional recruiting video for Sport Clubs that was distributed to every student of Duke's Class of 2019 as a recruiting tool
- Directed the Duke Rec Cornhole Tournament as Special Event Coordinator: oversaw all aspects of the 250-participant tournament including a \$3,000 budget, 4 month planning cycle, marketing materials, staffing, and sponsorships.
- Developed program format for Rec Sports Orientation; presented department's offerings to entire first-year class at Cameron Indoor Stadium
- Worked collaboratively with departments across campus to develop and promote campus-wide events
- Served on hiring committee for Assistant Director of Marketing; facilitated Skype and on-campus interviews for the position

Virginia Tech Recreational Sports

Blacksburg, VA

Marketing Assistant

April 2013 – May 2014

- Planned and executed marketing, promotions, and special event initiatives for 8,500 intramural sports participants and 31,000 students that utilized two facilities across campus
- Emceed special events including Intramural Championship Nights, Freshman Orientations, expos, and wellness fairs
- Maintained contracts and relationships with university and corporate partners and sponsors

Virginia Tech Recreational Sports

Blacksburg, VA

Student Facilities Supervisor

April 2013 – May 2014

- Contributed to the daily maintenance and management of McComas Hall, a 90,000 sq./ft. student wellness facility
- Represented the department as the primary liaison for crisis management and customer service situations
- Supervised the front desk and weight room student employees to ensure safety and productivity

Virginia Tech Athletics Marketing & Promotions

Blacksburg, VA

Marketing Office and Events Intern / Director: Cassell Guard Generals

August 2012 – May 2014

- Served as the inaugural Director of the Cassell Guard Generals: Interviewed, hired, and oversaw 15 students that completed marketing blitzes for the men's and women's basketball student section
- Founded and generated content for the Cassell Guard Chronicle Student Newsletter and @CassellGuardVT social accounts
- Provided athletic facility tours to students, families, and the general public
- Assisted in the day-to-day operations of the department and game day operations

Salem Red Sox Minor League Baseball Club

Salem, VA

Marketing and Operations Intern

May 2012 – August 2012

Botetourt Athletic Club

Troutville, VA

Fitness Instructor

May 2011 – April 2012

Leadership Experience

NIRSA: Leaders in Collegiate Recreation**NIRSA Student Leader**

May 2016 – May 2017

- Serve as a member of the NIRSA Member Network, Student Leadership Team, and Nominations & Appointments Committee
- Attend regional and annual conferences to foster development of student leadership through networking and presenting
- Oversee six regional student leaders and seven work teams with student development and conference initiatives
- Administer NIRSAStudents social media accounts; compile and disseminate news stories for regional webpages
- Contribute to #RecChat webinars for the benefit of professional and student development
- Compose monthly articles for the NIRSA Know newsletter to keep members informed, inspired and engaged
- Assist in the development of Member Network goals, objectives, and strategies
- Serve as a liaison for the student members on the NIRSA Assembly
- Recruit and select student members to serve on the Student Leadership Team

Duke University Recreation and Physical Education

Durham, NC

Head Coach, Men's Club Basketball Team

July 2014 – May 2015

- Facilitated individual and team-based development for 20 basketball players ages 18 to 22
- Evaluated players' skills and utilized them for the team's benefits, composed workouts that developed physical wellness, scheduled tournaments and exhibitions with sport clubs at other universities
- Chaperoned players on weekend trips and tournaments, coordinated travel rosters based on practice attendance and willingness to achieve team-based goals

NIRSA Conferences

Conferences

- NIRSA Annual: Washington D.C. (expected) 2017
- ERSL: Jackson State University (expected) 2017
- NIRSA Region III Student Lead On: The Ohio State University (expected) 2017
- NIRSA Region II: Atlanta, GA (expected) 2016
- NIRSA Annual: Kissimmee, FL 2016
- NIRSA Region II: Greenville, SC 2015
- NIRSA Annual: Dallas, TX 2015
- NIRSA Region II: Richmond, VA 2014
- NoCRSA: Duke University (served on host committee) 2014

Trainings & Certifications

Trainings

- Membership: James Madison University Marketing and Communications Committee 2015 - Present
- Professional Development Series: Duke Recreation and Physical Education 2014 - 2015
- Leadership Academy: Duke University Athletics Association 2014 - 2015
- Membership: Student Alumni Associates (100 Most Spirited Hokies) 2012 - 2014
- Membership: Residential Leadership Community at Virginia Tech 2010 - 2011

Certifications

- First Aid and CPR/AED - American Red Cross August 2013 - Present

Marketing & Technology Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
- Final Cut Pro
- Website Management Systems including Cascade and Wordpress
- Social Media Management including Hootsuite, Tweetdeck, Twitter, Facebook, Instagram, Snapchat, YouTube, and Flickr
- Microsoft Office Systems
- Microsoft and Apple Systems
- Basic HTML
- Project Management Systems including Trello and Basecamp
- FourWinds Content Management



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EXPERIENCE

Graduate Assistant: Marketing & Social Media

June 2015 - Present

James Madison University Recreation

- Oversee delegation, proofing and distribution of marketing plans, including print and digital promotional materials from 10 student marketing assistants
- Coordinate and lead biweekly staff Marketing Assistant and Specialist staff meetings; facilitate professional development training including graphic design, social media, campus outreach, job searching, and more
- Supervise social media strategic coordination of departmental Facebook, Twitter, Instagram, Snapchat, YouTube, and Flickr

Marketing Assistant & Interim Coordinator

July 2014 - June 2015

Duke University Recreation & Physical Education

- Generated content for event descriptions, flyers, social media collateral, and digital slides seen by over 50,000 students and employees across three campuses as sole marketing representative
- Coordinated, edited, and designed apparel, graphics, photography, and videography for special events
- Presented department's offerings to entire first-year class at Cameron Indoor Stadium, developed program format for Rec Sports Orientation

Marketing Assistant & Facilities Supervisor

April 2013 - May 2014

Virginia Tech Recreational Sports

- Planned and executed marketing, promotions, and special events for 8,500 intramural sports participants and 31,000 students that utilized two facilities
- Emceed special events including Intramural Championship Nights, Freshman Orientations, expositions, and wellness fairs
- Supervised daily maintenance, management, and customer service of McComas Hall's front desk and weight room, a 90,000 sq./ft. student wellness facility

Marketing Intern & Director of Cassell Guard

August 2012 - May 2014

Virginia Tech Athletics Marketing & Promotions

- Created and managed the position of Director of the Cassell Guard Generals: Interviewed, hired, and oversaw 15 students that organized and lead the men's and women's basketball student section
- Assisted in the day-to-day operations of the department and game day operations: Provided athletic facility tours to students, families, and the general public

EDUCATION

James Madison University

August 2015 - May 2017 (expected)

Master of Kinesiology:
Sport and Recreational Management
Campus Recreation Leadership Track

Virginia Tech

August 2010 - May 2014 GPA: 3.8 - Summa Cum Laude

Bachelor of Science:
Communication - Public Relations
Minor - Leadership & Social Change

HONORS AND AWARDS

NIRSA Student Leader

May 2016 - May 2017

Elected by NIRSA Student Members to serve as the national representative of student advocacy and development

Member: Student Alumni Associates

November 2012 - May 2014

Elected by member body and Alumni Association as a member of "The 100 Most-Spirited Hokies" to serve the association

SKILLS
INCLUDING BUT NOT LIMITED TO

Adobe Creative Suite, Basecamp, Basic HTML, Final Cut Pro, iMovie, Microsoft & Apple Systems, Microsoft Office Suite, Hootsuite, Trello, Wordpress