

LEAH CLAPPER

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AWARDS

- 2022 NIL Scholar-Athlete of the Year
- 2022 Outstanding Advertising Scholar
- 2021 CoSIDA Academic All-America At-Large First Team
- 2021 SEC Scholar-Athlete of the Year
- 2021 WCGA All-American (Beam)
- 2019-2022 WCGA Scholastic All-American

SKILLS

- Public speaking
- Social media strategy
- Photography, videography, and graphic design
- Project and team management
- Self-motivated, organized, ambitious, and energetic
- Various tools: Adobe Creative Cloud, WordPress, Google Analytics, Tableau, and more

EDUCATION

MASTER OF SCIENCE IN ENTREPRENEURSHIP

University of Florida | 2023
GPA 4.0/4.0

MASTER OF ARTS IN MASS COMMUNICATION

University of Florida | 2022
GPA 4.0/4.0
Graduation with Distinction

BACHELOR OF SCIENCE IN ADVERTISING

University of Florida | 2021
GPA 3.98/4.0
Summa Cum Laude

STUDIED ABROAD

Australia | May 2019

- Adapted to new ideas and cultures
- Expanded international communication skills

EXPERIENCE

NIL STRATEGY CONSULTANT

Consultant | July 2022 - Present

- Help brands and NIL collectives organize athlete partnerships
- Design innovative social media campaigns to maximize ROI
- Create unique NIL deals athletes are excited about

NIL ISLAND

Founder | February 2022 - Present

- Manage a community for student-athletes interested in NIL
- Spearhead business strategy and marketing efforts
- Advocate for transparency in the NIL space

NIKE

Global EKIN Education & Experience Intern | Jun-Aug 2021

- Developed strategies to optimize the training experience for retail employees + presented these strategies to high-level teams
- Successfully managed a seasonal content creation project involving team members from all around the globe
- Worked with a cross-functional team on Nike store innovations
- Consolidated best practices and communicated internal guidelines in aesthetic, easy-to-understand documents

SHINE CREATIVE

Co-Founder | May 2021 - Present

- Run direct-to-consumer gymnastics game company
- Design products, manage company strategy, and lead marketing efforts

AHA PURE FOODS

Media Manager | Sep 2019 - Apr 2020

Marketing Intern: Jul-Sep | Media Manager: Sep-Apr

- Created and implemented marketing strategies resulting in a 255% increase in online sales over a 3-month period
- Led a team of interns, organized projects, and allocated tasks
- Prepared social media content using photography, copywriting, videography, and graphic design

ATHLETIC EXPERIENCE

UNIVERSITY OF FLORIDA GYMNASTICS

Student-Athlete | July 2018 - Present

- Balance my training schedule, full course load, and entrepreneurial activities
- Work in a diverse environment toward common goals
- Help my team to create excellence through adversity