

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)
- 2019-2023 WCGA Scholastic All-American

SKILLS

- Adobe Creative Cloud (including Premiere Pro, Illustrator, and more)
- Photography, videography, and graphic design
- WordPress
- Google Analytics
- Public speaking
- Social media strategy
- Project and team management

EDUCATION

MASTER OF SCIENCE IN ENTREPRENEURSHIP

University of Florida | 2023

GPA 3.98/4.0

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

South Africa | Summer 2023

Australia | May 2019

- Expanded cross-cultural skills
- Consulted with underprivileged entrepreneurs in South Africa

EXPERIENCE

NIL ISLAND

Founder & NIL Strategy Consultant | Jun 2022 - Present

- Manage a community for student-athletes
- Develop NIL Island business strategy and marketing efforts
- Consult with brands to design innovative athlete sponsorships

REDPOINT VENTURES

Content-Team Member | April 2023 - Present

- Assist with production of The Logan Bartlett Show podcast, create promotional content, and manage social media
- Assist with Redpoint Ventures' content strategy

NIKE

Global EKIN Education & Experience Intern | Jun-Aug 2021

- Successfully managed a seasonal content creation project involving team members from all around the globe
- Developed strategies to optimize the training experience for retail employees + presented these strategies to high-level teams

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

ATHLETIC EXPERIENCE

UNIVERSITY OF FLORIDA GYMNASTICS

Student-Athlete | July 2018 - April 2023

- Managed a full training schedule, accelerated course load, and entrepreneurial activities
- Won 5 straight SEC Regular Season Championships & 2 SEC Tournament Championships with my team
- Earned the 2021 SEC Scholar-Athlete of the Year award
- Helped my team achieve excellence through adversity