

Ziv Basden

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EDUCATION	Niagara University – Niagara University, NY	
	Master of Business Administration in Strategic Management	May 2023
	Dean's list 2 semesters	
AWARDS	Daemen College - Amherst, NY	
	Bachelor of Science in Business Administration	May 2021
	Specialization: Sports Management, Minors: Entrepreneurship & Marketing	
	Magna Cum Laude, Sigma Beta Delta (Honor Society),	
	GPA: 3.69 Deans list all semesters	
	Men's Basketball Player	2017-2021
AWARDS	Daemen CLAW Award (Character, Leadership, Achievement, Work Ethic)	2020-2021
	Daemen Athletics Wildcat Award (Ultimate Team Player)	2020-2021
	Mary Angela Canavan Award Nominee	2020-2021
	Matthew, Bartlett and Dedecker Award	2019-2020
	Daemen College President's Award	2017-2018
Scholar athlete (East Coast Conference)	2017-2021	
INTERNSHIPS	Pfannenberg USA – Lancaster, NY	2022
	Marketing Intern	
	<ul style="list-style-type: none">Utilized Hubspot, Google Analytics and Uber Suggest to conduct market researchAudited SEO on website to ensure improved search resultsCreated and managed website content including photographs and copywriting	
	Project Play WNY - Buffalo, NY (Remote)	2020-2021
	<ul style="list-style-type: none">Created a marketing strategy and developed campaign messagingCreated and planned social media planning press releasesManaged data including file organizing/scrubbing, data input, Excel sheets	
	Center for Excellence (Cey's) Youth Sports Organization - Buffalo, NY	2020-2021
EXPERIENCE	<ul style="list-style-type: none">Conducted strategic research and developed directional planningDeveloped strategies using SWOT analysisParticipated in team projects, group cooperation, and task delegation	
	Daemen College Athletic Department - Amherst, NY	2019-2020
	<ul style="list-style-type: none">Set up and cleaned after events including volleyball and soccer gamesAssisted with live streaming events using entertainment sound systemsServed attendees at concession stand	
	Niagara University College of Hospitality, Sports management, and Tourism	2022
	Graduate assistant	
	<ul style="list-style-type: none">Assist with graduate admissions using SlateKeep detailed records to assist with ACPHA accreditation processPlan and host events and assist Dean's office with daily operations	
LEADERSHIP	Daemen College - Amherst, NY	2018-2020
	Library Front Desk PR	
	<ul style="list-style-type: none">Processed Inter-library loans (transactions with various other libraries) & organized booksProvided customer service to faculty and students	
	Student Athlete Advisory Committee (SAAC) - Amherst, NY	2018-2021
COMMUNITY INVOLVEMENT	<ul style="list-style-type: none">Budgeting, planning community events, promoting D&I awareness, branding via social media	
	NCAA, Leadership Forum Attendee - Orlando, FL	2019
	<ul style="list-style-type: none">Team building, motivating, planning, managing time successfully	
COMMUNITY INVOLVEMENT	Captain, Daemen Men's basketball team	
	<ul style="list-style-type: none">Team leadership, decision making, and accountability	
	Team Impact - Daemen College - Amherst, NY	2019-2021
COMMUNITY INVOLVEMENT	West Side Community Center - Buffalo, NY	2018-2020
	C.A.U.S.E - Daemen College - Amherst, NY	2017-2020

