

Jesse Kelley
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EDUCATION

Bachelor of Science in Commerce and Business Administration, December 2023

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing Specialization: Services Marketing

GPA: 3.5/4.0 Major GPA: 3.5/4.0

EXPERIENCE

August 2021-Present: Student Assistant SID, Intercollegiate Athletics, University of Alabama, Tuscaloosa, AL

- Organize and oversee social media content for the Alabama baseball team
- Assist as interim TOC (time out control) for Alabama Men's and Women's basketball games when scheduled events are broadcasted on ESPN and SEC Network, to ensure respective games are being played at a correct pace
- Control in the Alabama Men's Basketball Twitter and Instagram pages, currently ranks third in America in largest social media interactions with a 2.8 million increase from 2020 to 2021

April 2021-July 2021: Statistical Analyst, Perfect Game USA, Hoover, AL

- Supervised game and tournament operations for a multi-billion-dollar corporation
- Led showcase events where all 32 players drafted at first round of the 2021 MLB Draft participated, played, and showcased skills all under Perfect Game USA events during respective prep baseball careers
- Analyzed pool and bracket play baseball games to be posted on PerfectGame.org to be viewed by scouts, families of players, and college coaches across America

May 2020-July 2020: Technician, Linell Graphics, Homewood, AL

- Aided in mass production of printing and signage for large corporations in the Birmingham Metropolitan area
- Oversaw in displacement of signage and company propaganda at Church of the Highlands and the University of Alabama at Birmingham
- Created Covid-19 social distancing signage for rules and regulations of each different company

BIRMINGHAM-SOUTHERN COLLEGE, Birmingham, Alabama

- **Bachelor of Science Business Administration | August 2019-November 2020**
- Wightman Academic Scholarship
- Hoover Service Club Academic Scholarship
- Football Student-Athlete, Intercollegiate Athletics
- 12th Man Award Recipient, September 2019

SKILLS

- Languages: English
- Business Tools: Adobe Photoshop, Cumulus, Microsoft Office Suit, Google Drive, and InDesign

Community/Personal

August 2007-Present: **Member**, Green Valley Church, Hoover, Alabama

January 2020: **Meal Server**, The Jimmie Hale Mission, Birmingham, Alabama