

Bryanna K. Ergang

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Summary

Creative and detail-oriented sport management graduate with a strong foundation in fan engagement, digital media, and event operations. Experienced in managing digital content through college courses, clubs, and personal projects, with a working knowledge of trends, strategy, and fan engagement. Skilled in Adobe Creative Cloud, Photoshop, Canva, photography, graphic design, and video production. Brings strong organizational skills, a collaborative mindset, and a passion for storytelling in sports. Brings a deep understanding of sports, a creative mindset, and a relentless work ethic, eager to contribute to a dynamic team. Committed to bringing fresh ideas, hard work, and a relentless drive to make an impact in sports.

Education

Grand Valley State University, Allendale, MI

- Bachelors of Science in Sport Management (August 2020 - December 2024)
 - Graduated in December 2024
- Sport Coaching Certificate (June 2022 - December 2022)
 - Completed in December of 2022

Work Experience

Grand Rapids Gold, Grand Rapids, MI

Promotional Intern (November 2024 - February 2025)

- Lead game-day promotional workflows for an NBA G-League team, coordinating with marketing, community outreach, and operations teams.
- Ensured quality and brand alignment through innovative fan engagement strategies.
- Managed pre-game setup, in-game execution, and post-game teardown, optimizing operational efficiency and meeting organizational goals.

Grand Valley State University, Allendale, MI

Game Operations, Ticketing, and Events Intern (September 2024 - December 2024)

- Delivered seamless event logistics for collegiate-level competitions, collaborating across functional teams to execute schedules and handle challenges.
- Streamlined ticketing processes, enhancing fan experience and optimizing resource allocation.
- Communicated with staff and external partners to ensure smooth operations and assisted in content updates for event schedules.

Laker Academic Success Center Intern

(September 2024 - December 2024)

- Provided academic and logistical support to student-athletes, ensuring the coordination of resources to promote academic achievement.
- Maintained organized systems that foster student success and support both athletic and academic performance.

Game Day Athletics Hospitality Intern

(August 2024 - December 2024)

- Oversaw equipment and materials for VIP hospitality services, ensuring that all required items were available and in top condition.
- Assisted in event coordination, ensuring proper equipment setup and adherence to operational procedures.

Nike, Byron Center, MI

Athlete (April 2023 - November 2024)

- Managed store inventory and stock levels, ensuring quick replenishment and organization of athletic equipment.
- Trained new hires and optimized team workflows, reinforcing a culture of inclusion and excellence.
- Managed inventory logistics and maintained high standards for visual merchandising and customer service.

Grand Rapids Public Schools, Grand Rapids, MI

Football Coaching Intern (March 2024 - August 2024)

- Created graphics for posters and social media to enhance team branding and engagement.
- Collaborated with coaching staff to ensure smooth execution of player evaluations and schedule coordination.
- Managed player gear, including ensuring proper maintenance and distribution of uniforms and equipment.

Related Experience

Laker Recreation Showcase, Allendale, MI

(January 2024 - April 2024)

- Conceptualized and executed a pioneering initiative at Grand Valley State University to bring young students to campus to experience and demonstrate our recreational assets.
- Demonstrated flexibility, pivoting strategies effectively in response to challenges. When faced with unforeseen obstacles or changes in circumstances, adeptly adapted strategies to ensure project success. Evaluated alternative approaches, made informed decisions, and swiftly implemented necessary changes.
- Curated a team environment, fostering collaboration to achieve shared goals and actively contributed to open communication, mutual respect, and a shared sense of purpose.

Certifications

Red Cross

(April 2024 - April 2026)

- CPR, First Aid, and AED Certification