

AVA RAINONE



EDUCATION

Bachelors of Science Degree

Springfield College, Springfield MA | May 2024

Major: Sport Management

Cumulative GPA: 3.93/4.0 Honors: Summa Cum Laude

CONTACT

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PROFESSIONAL EXPERIENCE

Director of On Campus Recruiting

Tennessee Tech Football | Cookeville, TN | August 2024 - Present

- Organized unofficial gameday visits, crafting detailed itineraries for recruits and schedules for student assistants to ensure efficient gameday flow.
- Sent out weekly “Good Luck,” “Thank You,” and “Congrats” graphics for recruits, fostering consistent engagement.
- Tracked recruit offers, rival signings/commits/interest in similar recruits and updated database on a weekly basis
- Managed recruiting budget
- Planned and coordinated all logistics for official visits, including itineraries, handouts, hotel and restaurant reservations.
- Supported gameday operations: managed setup/breakdown of recruit tailgate, oversaw recruit arrival, captured pre/in game content, and organized team/staff postgame meals.
- Assisted in practices by operating the practice clock, managing music for player engagement, and supporting the nutrition team in snack distribution pre/during/post-game and practice
- Collaborated with the DFO on travel logistics, handling hotel readiness, flight manifests, meeting room setup, room keys, and weekly supply runs.
- Supervised 5+ student interns (Filmmakers, Editors, Recruiting Assistants, Graphic Designers) to support recruitment and media operations

Social Media Content Creator Intern

Springfield College Football | Springfield, MA | September 2022 - December 2022

- Created content using Premier Pro and Adobe Photoshop for highlight videos and game day promotions.
- Strategically planned and executed weekly posts across Instagram, Facebook, and Twitter.
- Managed and created engaging content while staying up to date with current social media trends, applications, and design technologies.
- Managed game-day apparel sales.

Social Media/Digital Marketing Intern

Springfield College Athletics | Springfield, MA | August 2023 - December 2023

- Captured and edited media content at Springfield College Athletic events.
- Actively contributed to weekly content meetings, presenting innovative ideas.
- Achieved 10,000+ followers on Springfield College's Instagram, ranking as the top Division III school nationwide.
- Led the NCAA Diversity, Equity & Inclusion social media campaign, promoting diversity within the organization.
- Developed distinctive gameday graphics to enhance visual appeal.

Social Media Intern

Texas Collegiate League | Remote | March 2024 - September 2024

- Managed and scheduled daily social media posts to maintain consistent online presence and audience interaction.
- Created, curated, and scheduled engaging content across Twitter, Instagram, and Facebook.

Event Staff

Springfield College Athletics | Springfield, MA | Dec 2020- Dec 2021

- Prepared event facilities and equipment, organized supplies, and maintained cleanliness.
- Conducted post-event tasks, ensuring venue spaces were cleaned before, during, and after events.
- Managed customer service operations during events, ensuring smooth execution and guest satisfaction.