

Rayvin Miller  
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## Professional Summary:

Highly accomplished sports professional with a stellar academic background and a proven track record of success in social media marketing, data analysis, skill development coaching, and business leadership. Possessing three degrees including an Associate in General studies, a Bachelor's in Psychology, and a Master's in Sports Management. A results-driven and innovative thinker with exceptional leadership abilities and a passion for driving business growth and athlete development. Seeking a challenging role in the sports industry where I can leverage my expertise to achieve organizational goals and make a significant impact.

## Education:

**Master of Science** in Sports Management - Grambling State University, [2023]

**Bachelor of Science** in Psychology - Grambling State University, [2021]

**Associate of General Studies** - Bossier Parish Community College, [2018]

## Skills:

- Marketing & Branding: Creating compelling campaigns, social media management, and influencer partnerships.
- Data Analysis: Analyzing metrics, making data-driven decisions, and optimizing strategies.
- Skill Development Coaching: Enhancing athlete performance, designing training programs, and fostering teamwork.
- Business Leadership: Negotiation, contract management, and driving revenue growth.
- Communication & Presentation: Effective verbal and written communication skills, public speaking, and presentations.
- Customer Relationship Management: Building strong relationships, customer acquisition, and retention.

## Work Experience:

**Head JV Coach** - John Paul III Highschool

November 2023- February 2024

- Assisted in coaching and developing young athletes, focusing on skill enhancement and team strategies.
- Collaborated with coaching staff to create effective training programs and game plans.
- Motivated and inspired athletes to reach their full potential and achieve success on and off the court.

**Assistant Coach** - Pro Skills 15 EYBL

March 2024-August 2024

- Assisted in coaching and developing young athletes, focusing on skill enhancement and team strategies.
- Collaborated with coaching staff to create effective training programs and game plans.
- Motivated and inspired athletes to reach their full potential and achieve success on and off the court.

**Basketball Skill Development Coach** - Savageskillwork Sports, Shreveport, Louisiana

August 2019 - April 2024

- Led skill development programs for athletes, resulting in measurable improvements in performance and agility.
- Managed training schedules, drills, and fitness circuits to enhance player skills and coordination.

**Professional Basketball Player** - Cruz Quebra (SIMECQ), Cruz Quebrada, Lisboa *October 2018 - January 2019*

- Played professionally for Cruz Quebrada (SIMECQ) in Cruz Quebrada, Lisboa, dedicating over 40 hours per week to athletics.
- Demonstrated exceptional skills and leadership both on and off the court.
- Represented the team with professionalism in official appearances and interactions with sponsors and administrators.
- Collaborated with teammates to improve performance, make strategic plays, and achieve team success.
- Received recognition for outstanding performance and contributions to the team.

**Social Media Marketing & Branding Specialist** - [Savageskillwork Sport]

April 2020- Present

- Led marketing campaigns that resulted in a significant increase in brand visibility and customer engagement.
- Developed creative content strategies to promote brand identity and attract new customers.
- Analyzed market trends and consumer behavior to optimize marketing strategies and improve ROI.
- Developed personalized training plans based on individual strengths and areas for improvement.
- Implemented innovative coaching techniques and strategies to maximize player potential.

**Additional Experience:**

- Brand Ambassador - Olay, Essence Festival
- Basketball Instructor - CP3 Basketball Academy – Phoenix, Az
- Basketball Instructor – CP3 Basketball Academy -Dallas, Tx
- Varsity Basketball Assistant Coach - Southwood High School

**Certifications:**

- Certified Personal Trainer (CPT)

**References:** Available upon request.