

MIRANDA YAGO

The perfect blend
of
business
marketing
& sports

SPORTS BUSINESS

Sports Branding ■ ■ ■ Sports Performance Training ■ ■ ■ Sports Marketing

Business-educated athlete, coach, and trainer with customer-facing success in finance, marketing, and business leadership. Nonprofit founder with entrepreneurial soul and passion for youth development. Guide through inspiration, teamwork, conditioning, and performance. Thrive in full-court press.

VALUE OFFERED

Unique and innovative combination of athletic, coaching, business, and marketing experience.
Positive, personable, and effective interpersonal relationships with diverse groups and individuals.
Experience in building a company through dedication and energetic work to fulfill its goal, purpose, and mission.

CERTIFICATIONS

Certified Personal Trainer, American Aerobic Assoc. Int'l/ International Sports Medicine Assoc. (AAAI/ISMA)
Certified Strength and Conditioning Specialist, Member, National Strength and Conditioning Association (NSCA)
Certified CPR/AED, Adult/Child and Sports Injury Prevention, The American Red Cross

EXPERTISE

Athletics administration	Business leadership and planning	Communication / Networking
Team management	Operational support / Customer service	Client calling and tracking
Assistant coaching	Club / intramural / recreational sports	Presentations / Event coordination
Intercollegiate athletics program	Student employee supervision	Relationship with student's parents
Educational values / Training plans	Wellness and life skills development	Student recruitment
Sportsmanship / Team spirit	Producing championship teams	Prospecting / Lead generation
Intercollegiate competition	Sport performance enhancement	Experience of student athlete

Technical Proficiencies

Adobe Illustrator and Photoshop, Lotus Notes, Microsoft Office Pro / 10, on Mac OS X and Windows 3.0 – XP.
Sport technologies: Dartfish video analysis, Free Motion functional circuit training, plyometric training.
Sport-specific training on indoor turf, track, and courts.

BUSINESS EXPERIENCE

COMPANY, City, State Month Year-Present

Nonprofit girl's development and basketball program.

Co-Founder, Executive Director, Treasurer, Coach/Trainer

Coached and trained basketball teams, emphasizing fundamentals, sports performance, wellness, and nutrition.

- Developed and implemented leadership, mentoring, and college preparatory program for female student athletes.

COMPANY, City, State Month Year – Month Year

A leading investment bank and investment firm with over 1000 employees and nearly \$5 billion in assets managed.

Sales Assistant, Wealth Management

Hired as Sales / Administrative Assistant for boutique group with \$40 million in assets. Opened accounts, developed presentations, and prepared financial data. Communicated daily with clients regarding account activity.

- Promoted within 1 year to assisting with management of accounts worth more than \$80 million in assets.
- Worked for as many as 4 brokers at once and created reports for presentations regarding client accounts.
- Prevented problems by prioritizing and managing high volume of account activity and ensuring accuracy.
- Organized and maintained database of more than 500 prospects; conducted and prepared market research.

ATHLETIC EXPERIENCE

COMPANY, City, State

Month Year - Present

Fitness gym with 29 locations on the East and West coasts, about 200 employees; and annual revenue \$1-\$2.5 million

Certified Personal Trainer

Hired to add to personal training revenue stream. Created and implemented exercise programs for clients as sole CSCS trainer on premises. Performed individualized fitness assessments.

- Increased monthly revenue from \$1500 to \$4100 within 2 months. Averaged \$3215 a month in sales.
- Booked 20 clients in 2 months and maintained 80% to present, losing them only to relocation.
- Converted average of 2 prospects per week by training 3-5 daily as introduction to benefits of personal training.
- Attracted members with complimentary training; made last-minute sales calls to pull in nearly \$2,000 in 1 day.
- Helped clinically obese client with severe knee problems work out and lose weight to climb stairs with ease.
- Encouraged treadmill-averse client who increased running time from 3 minutes to half and full marathons.

COMPANY, City, State

Month Year – Month Year

Large fitness club group with approximately 165 clubs, 7,500 employees nationwide, and annual revenue of \$485 million.

Certified Personal Trainer

Instructed gym members to ensure safety and proper use of equipment. Performed fitness assessments and designed individualized exercise programs that focused on specific health goals.

- Encouraged to apply for assistant manager position because of interest and rapport with others.
- Earned trust of client to train 3 times a week for 2 months to lose 10 lbs and expand fitness choices.

OTHER ATHLETIC EXPERIENCE

Fitness Instructor at start-up, month-long Boot Camp, City, State

Month – Month Year

Site Director / Coach for student athletes at Company, City, State

Month Year – Month Year

Asst. Coach, PSAL qtr-finals-winning girl's BB team, Academy, City, State

Month Year – Month Year

Girl's BBCoach, Coordinator at Company, City, State

Month Year – Month Year

MARKETING EXPERIENCE

COMPANY, City, State

Month Year – Month Year

Start-up marketing service company specializing in artist management.

Co-Founder, Director of Marketing

Identified marketing initiatives; analyzed industry trends to stay in line with competition. Created media press kits, photo shoots, music videos; implemented marketing packages, and provided artist management and coordination of special events. Supervised photographer, TV personality/host, and graphic artist/designer.

- Sought to be voice and canvas for underground music and visual artists who wanted to reach mainstream.
- Achieved brand identity within a year of inception; submitted music to label executives.
- Developed moderately high traffic Web site and posted artist music, artwork, video, and interviews.
- Hosted a successful art exhibit in conjunction with the mayor of City.
- Broke marketing bubble to create larger recognition for locally successful artist by resetting goals.
- Delivered quality work of a major marketing company without a large budget.

EDUCATION

UNIVERSITY, City, State

Division I, nationally ranked in basketball, known for successful basketball coaches, in top 50 business and undergrad programs nationally

Bachelor of Science, Interdisciplinary Studies – Business and Economics