

Luca Photopoulos

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EDUCATION

University of Wisconsin-Madison

May 2026

Bachelor of Arts in Psychology, Minor in Business Administration | Dean's List Designation

Additional coursework: UCLA Anderson School of Management, Sports & Entertainment MGMT; Boğaziçi University, Istanbul—Philosophy & Political Science

WORK EXPERIENCE

Sox Group | New York, NY

June 2025 – Aug 2025

Marketing & Communications Intern

- Developed bespoke content for all pages of company website, including the home, about, and service offering pages
- Created first drafts of blog posts and edited with senior firm partner, ensuring readiness for publishing
- Conducted research on peer firm marketing strategies, including website design elements
- Edited firm business development materials, including pitch decks and brochures in PowerPoint

Niedenthal Emotions Lab | Madison, WI

Aug 2025 – May 2026

Research Assistant

- First research assistant hired to support a postdoctoral fellow focused on social and personality psychology
- Coordinated scheduling and materials preparation for 400+ student research participants per semester
- Reviewed and developed commentary pieces on relevant scientific literature on a weekly basis
- Designed and documented study procedures, ensuring the study was executed efficiently and on time
- Managed and organized participant information and survey results in Excel
- Analyzed trends across data, developed high-level takeaways, and presented to fellow and overseeing professor

United States Tennis Association (USTA), US Open | New York, NY

Aug 2018 – Sep 2021

Ball Person; Shift Leader (2019 – 2021)

- Served on court for major matches, including Novak Djokovic and Coco Gauff, across three US Open tournaments
- Promoted to shift leader in 2019; managed and evaluated the performance of a team of 6 ball persons per shift
- Supported on and off-court fan engagement and sponsorship promotions during tournament play

LEADERSHIP & PROJECT EXPERIENCE

Humorology | UW-Madison | Madison, WI

Apr 2023 – Apr 2024

Creative & Financial Director

- Raised \$104,000 for Wisconsin's largest student-run philanthropy benefiting children with disabilities, a 108% increase over the prior year
- Analyzed historical fundraising data to build an outreach strategy and led donor communications throughout the campaign

New York Junior Tennis & Learning (NYJTL) | New York, NY

Aug 2020 – Aug 2022

Site Director

- Directed day-to-day site operations for a youth tennis program serving hundreds of children over two years, overseeing scheduling, curriculum, and equipment
- Managed and supervised a team of four coaches, ensuring safety standards were met across all program activities
- Served as the site's primary point of contact for parents, coaches, and NYJTL administration, resolving day-to-day scheduling, safety, and family concerns as they arose

SKILLS & ACHIEVEMENTS

- Microsoft Office (Excel, Project, Word, PowerPoint), Intuit QuickBooks, SPSS, Adobe Creative Suite, Celtx
- Contestant, Chopped Junior — Food Network
- Culinary training, French Culinary Institute (NYC)
- Nationally ranked junior tennis player