VALERIE FAUST

vfaust@unc.edu | (847) 977-4825 | LinkedIn | Portfolio

EDUCATION

University of North Carolina at Chapel Hill — Chapel Hill, NC
B.A. in Sport Administration; B.A. in Advertising/Public Relations. — *May 2029*
Minor: Philosophy, Politics, and Economics (PPE); Concentration: Sport Communication.
GPA: 3.97/4.0

EXPERIENCE

Consultant and Business Development Coordinator — January 2026 – Present
Carolina Sports Consulting Group — *Chapel Hill, NC*
- Collaborate on a 10-person consulting team serving sports industry clients, including the Kansas City Chiefs, conducting research and developing strategic client deliverables
- Lead weekly business development outreach to 40+ prospective clients across the sports industry, identifying and cultivating potential partnerships and future consulting projects

Scouting and Recruiting Student Intern — August 2025 – Present
University of North Carolina Football Program — *Chapel Hill, NC*
- Evaluate game film on 75+ high school prospects across multiple positions using Hudl and Catapult, identifying technical skills, athletic traits, and on-field impact; produce comprehensive scouting reports that contribute to recruiting decisions and scholarship offers, reporting directly to the Director of Player Personnel
- Support game-day operations for 50+ recruits and their families, preparing hospitality areas and facilitating on-site visits to foster engagement and strengthen connections to the program

Marketing and Communications Intern — May 2026 – July 2026
Kilsyth Basketball Association (NBL1 South) — *Melbourne, AU*
- Produced game-night and special event content, including photography, videography, and social media coverage, for NBL1 games and community events such as Kilsyth's annual 3x3 tournament
- Developed a comprehensive advertising strategy to strengthen brand awareness and fan engagement; managed live scoreboard operations and supported event execution

Student Planning Committee Member — August 2026 – October 2026
UNC Sport and Entertainment Summit — *Chapel Hill, NC*
- Planned and marketed a full-day event alongside a 10-student committee, connecting future professionals with the sports and entertainment industry through 9 speakers and a networking fair featuring 20+ organizations

Business Development Intern — December 2025 – April 2026
Mu Sigma Lambda Fraternity — *Chapel Hill, NC*
- Selected as 1 of 2 interns to support national growth initiatives for a pre-professional sport management fraternity, contributing to collegiate chapter expansion, onboarding development, professional programming, and partnership research

PROJECTS

Pinterest Gen Z Consumer Behavior Externship — October 2026 – November 2026
Extern — *Remote*
- Designed a six-question survey, collected 100 responses, and analyzed 48 qualifying Gen Z Pinterest users' travel-planning behaviors to develop audience insights and propose a Pinterest–Expedia partnership strategy

AWARDS & HONORS

- Extern Top Performer Award: Recognized in the top 10% of participants for exceptional effort, initiative, and presentation (November 2026)
- Carolina Blue Honors Fellowship: Selected as 1 of 8 fellows and awarded $6,500 in funding to independently pursue an international professional experience during Summer 2026, completing an eight-week Marketing and Communications internship with Kilsyth Basketball Association (NBL1 South) in Melbourne, Australia (February 2026)

ADDITIONAL SKILLS

Technical: Microsoft Office, Adobe Creative Suite, Canva, Hudl, Catapult
Professional: Adaptability, Attention to Detail, Collaboration, Interpersonal Skills
Languages: English (Native), Spanish (Professional Working Proficiency)

INTERESTS

- Chicago Sports (Bears, Cubs, Blackhawks, Bulls), Guitar, Solo Traveling