VALERIE FAUST

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EDUCATION

University of North Carolina at Chapel Hill Chapel Hill, NC

B.A. in Sport Administration; B.A. in Advertising/Public Relations. Minor: Philosophy, Politics, and Economics (PPE); Concentration: Sport Communication. GPA: 3.97/4.0. *May 2029*

AWARDS & HONORS

- 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)

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-day and event content, including photography, videography, and social media coverage, for NBL1 games and community events including Kilsyth's annual 3x3 tournament
- Developed a comprehensive advertising strategy to strengthen brand awareness and fan engagement; supported game-day operations including live scoreboard management and 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 – November 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

SKILLS

Technical: Adobe Creative Suite, Canva, Microsoft Office, Hudl, Catapult

Professional: Strategic Communication, Interpersonal Communication, Collaboration, Detail-Oriented

Languages: English (Native), Spanish (Professional Working Proficiency)

Interests: Chicago sports (Bears, Cubs, Blackhawks, Bulls), Guitar, Australia