

Jay Cummings

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EDUCATION

Wake Forest University | Winston-Salem, NC

Expected May 2027

Bachelor of Business Administration

- **Major:** Marketing and International Business | **Minor:** Cognitive Psychology
- **GPA:** 3.76/4.00 | **Dean's List:** All Semesters

WORK EXPERIENCE

2026 USA Special Olympics | Minneapolis, MN

May 2025 – July 2025

Marketing & Events Intern

- Conceptualized and designed the ESPN Unified Challenge event, creatively integrating 16 sports to enhance event structure and maximize partner appeal
- Strategized activations for Accenture, Target, Jersey Mikes, U of MN, US Bank, and other sponsors to amplify brand awareness and engage customers through memorable experiences
- Contributed innovative proposals formulated through detailed research to elevate high-profile outreach efforts for the Celebrity Ambassador recruitment
- Developed a centralized SmartSheet dashboard that organized all Special Olympics event details for seamless team reference across all phases of event planning

Castle Design Build | Kirkland, WA

June 2024 – August 2024

Sales & Market Research Intern

- Generated 30 high-quality leads for house remodeling projects through canvassing, contributing \$870,000 in projected revenue as the top performing intern
- Identified successful flier designs based on call-back data and demographic statistics, leading to more effective advertising strategies
- Trained mid-summer cohort of 4 interns, developing innovative mock sales situations and shadow opportunities to ensure success securing clientele

Columbia Hospitality | Kenmore, WA

June 2022 – May 2024

Customer Service Associate

- Managed 20+ tables, balancing both room service and dining hall customer requests to ensure a seamless dining experience
- Led training for 5 incoming employees, facilitating their onboarding and development, resulting in increased team efficiency and productivity

LEADERSHIP EXPERIENCE

Washington DECA Alumni Mentor | Remote

September 2024 – Present

Tutor

- Dedicate 10 hours per week to mentoring and coaching high school students in DECA business and leadership concepts
- Guided 7 students to qualify for the national competition through personalized support in case preparation, role-playing, and presentation skills

Mary's Place Soccer Clinic | Kenmore, WA

April 2022 – August 2025

Founder and Coach

- Founded free soccer clinic at local homeless shelter for 20 children, resulting in over 25 hours of free childcare for working parents of the shelter
- Developed innovative partnerships with local youth teams, obtaining \$750 in equipment donations
- Spearheaded coach leadership program at Inglemoor High School, training new student coaches to ensure organizational success into the future

SKILLS & INTERESTS

- **Skills:** Microsoft Office Certification, Public Speaking, Slide Design, Customer Service, Adaptability
- **Activities:** Sports Business Fraternity [MSL], Wake Forest Club Soccer, Student Mentor
- **Interests:** Psychological Behavior, Video Editing, Soccer, Music, Hiking and Backpacking