



Joseph Goodsir

Contact

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ePortfolio

<https://jgoodsir.wixsite.com/portfolio>

Skills

- Social media strategy
- Marketing campaign creation and execution
- Familiarity with sports and entertainment market trends
- Writer
- Problem-solving
- Versatile musician
- Experienced performer
- Inquisitive mindset
- Continuous knowledge seeker

Affiliations

- Michigan Sport Business Association Alum
- Children of Yost (Michigan Hockey Student Section) Leadership Alum
- Pearl Jam Ambassador/Writer, liveon4legs.com Contributor
- National Honor Society Alum

Recent graduate seeking full-time role in marketing for dynamic brand. Eager to contribute strong digital platform strategy, writing prowess, cultural knowledge, and passion for brand storytelling to drive business growth.

Education

May 2025 **University of Michigan Ross, Masters of Management**
(Focus: Brand Management, Strategy)

May 2024 **University of Michigan, BA Sport Management**
(Declared Path: Marketing)

Experience

Strategy Advisor

Jan 2025 - May 2025
FUN Enterprises, Inc., Boston, MA

- Elevated marketing plan for FUN speaker's bureau "SPEAK Educators" by assessing media tactics, operational models of industry-leading competitors, and conducting interviews with past clients
- Designed revenue model adjusting pricing and utilization to maximize profitability of SPEAK

Dynamic Editorial Intern

Champions Circle, Ann Arbor, MI

- Aided Michigan Athletics' officially-partnered NIL collective, drafting unique written and visual ideas to market signees
- Authored features and "write-ups", supplying insight to familiarize donors with the student-athletes
- Researched competing NIL collectives, boosting industry leadership in marketing and communications

Audience Engagement Senior Editor, Sportswriter

The Michigan Daily, Ann Arbor, MI

- Managed team of six coordinators, leading to production of the publication's sports social media captions, graphics, and campaigns (@theblockm Twitter, Facebook)
- Strengthened Twitter reach in first semester with 3.44 million+ impressions, 800+ net followers (most growth in account history)
- Chronicled softball program's final season under legendary coach via midweek and every-game written coverage, podcasts
- Engaged in production nights with editors, resulting in advancement of journalistic skills and 48 published articles

Account Executive Managing Intern

Warrior Marketing Agency/Detroit Marketing, Troy, MI

- Facilitated business-to-business retention/acquisitions for AT&T/DirecTV, strengthening its footprint of clients in Metro Detroit
- Developed direct and in-person marketing skills, leading to an increased prowess for sales and problem solving skills

Member

Michigan Marching Band, Ann Arbor, MI

- Implemented problem-solving skills and collaboration with other sections for fast-paced coordination of traditional pregame and state-of-the-art halftime shows
- Utilized work ethic to refine tenor saxophone playing and memorization skills, drill fundamentals for adequate execution in high-pressure environments

Other Ventures

- Proposed strategic initiatives for CleanKonnect NIL Education platform (2024)
- Coordinated social media and marketing content for winning county board campaign (2020)