



Joseph Goodsir

Contact

Address
Lake Bluff, IL 60044

Phone
(847) 848-4403

E-mail
jgoodsir@umich.edu

UnkedIn
<https://www.linkedin.com/in/joseph-goodsir/>

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

- Jan 2025 - May 2025 **Strategy Advisor**
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
- Jan 2024 - May 2024 **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
- Feb 2021 - Dec 2023 **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
- Jun 2022 - Aug 2022 **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
- Jul 2021 - May 2025 **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 CleanKconnect NIL Education platform (2024)
- Coordinated social media and marketing content for winning county board campaign (2020)