

Ogbonna Uche

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EDUCATION

East Carolina University, College of Health & Human Performance | Greenville, North Carolina

Masters of Kinesiology with Concentration in Sport Management | GPA: 4.0 | July 2023

Ohio University, College of Business | Athens, Ohio

Bachelor of Sports Management and Bachelor of Business Administration | GPA: 4.0

Majors: Sport Management & Business Analytics | Certificate: E-Sports | April 2022

Central Piedmont Community College | Charlotte, North Carolina

Associates of Arts | May 2019

Cato Middle College High School | Charlotte, North Carolina

High School Diploma | May 2019

EXPERIENCE

Palace Sports Agency | Charlotte, North Carolina

Founder & Head Agent | July 2022 - Present

- Successfully built and managed a sports agency representing 20+ athletes, securing tryouts and contracts with teams and sponsors.
- Conduct thorough research to identify and attract potential clients, resulting in a steady growth of the agency's roster.
- Maintain strong relationships with players, coaches, teams, and industry insiders to remain up to date on market trends, player needs, and industry developments.
- Lead contract negotiations and manage all aspects of client services including brand building, media relations, and public image.
- Produce, shoot, and direct documentary series covering diverse athletic journeys, from high school prospects to professional tryouts.
- Develop and execute customized career management strategies for clients, resulting in enhanced career prospects and increased earnings.
- Utilize social media platforms and other marketing tools to promote current athletes, the agency, and attract new clients.
- Oversee agency operations including financial management, staff supervision, and business development initiatives.

Palace Sports | Charlotte, North Carolina

Founder & Content Creator | April 2021 - Present

- Founded and grew sports news platform to 53,000+ followers across multiple social media channels
- Generate over 900K monthly views on Snapchat with 733+ hours of total view time.
- Built engaged Instagram community achieving 49K+ monthly views and 4.2K monthly interactions.
- Create engaging multimedia content including posts, graphics, and videos to drive audience engagement.
- Monitor and analyze performance metrics to optimize content strategy and platform growth.
- Stay current with emerging social media trends and technologies and experimented with new platforms and strategies to expand reach and engagement.

Young Black Leadership Alliance | Charlotte, North Carolina

Donor Development Coordinator | July 2024 - Present

Data and Donation Development Specialist | January 2024 - June 2024

- Manage individual and corporate donations up to \$150,000 using Neon and GiveSmart platforms.
- Lead sponsorship acquisition for Legacy Builders Gala with \$250,000 fundraising target.
- Analyze donor data to generate actionable insights and optimize retention strategies.
- Integrate and maintain donor management systems across multiple platforms.
- Support leadership development initiatives for high school, college, and young professionals.

- Spearheaded development of new leadership program for 9th and 10th grade students, expanding organization's reach.
- Served as primary liaison for 60-student leadership initiative at West Charlotte High School.
- Led multimedia documentation of key events including international service trip to Belize, Scholar Day, and Blazer Ceremony.

East Carolina University Women's Basketball | Greenville, North Carolina

Team Manager | August 2022 – March 2023

- Coordinated team travel logistics and equipment management with Director of Basketball Operations.
- Supported coaching staff during practices, games, and team meetings to ensure efficient operations.
- Managed game-day operations including equipment setup, team bench management, and official communications.
- Contributed to team's success in reaching AAC Championship game during 2022-2023 season.

Sports Biz Camps | Charlotte, North Carolina

Digital Content Coordinator | May 2022 – July 2022

- Led coordination of three sports industry camps serving 350 high school students in the Charlotte area.
- Developed professional network across sports marketing, agency, and media sectors.
- Created engaging social media content across Twitter and TikTok to amplify brand reach.
- Managed day-to-day operations ensuring exceptional participant experience.

Ohio University Women's Basketball | Athens, Ohio

Team Manager | August 2021 – April 2022

- Collaborated with coaching staff to optimize practice efficiency and training sessions.
- Provided comprehensive support during away games, managing equipment and team needs.
- Ensured player readiness by organizing and maintaining gear and equipment for games and practices.
- Contributed to team operations through travel coordination and game-day support.

Muskegon Clippers | Muskegon, Michigan

Director of Ballpark Operations | May – July 2021

- Managed general staff and coordinated game-day operations for a summer collegiate league baseball team.
- Oversaw equipment procurement, facility setup/teardown, and special event coordination.
- Led stakeholder communications and managed catering services for events and post-game meals.
- Served as primary liaison for visiting teams, coordinating schedules and accommodations.

LEADERSHIP & HONORS

Young Black Leadership Alliance | *High School/College Ambassador & Yo-Pro* | March 2018 – Present

Toastmasters Certification | 2018 – Present

Alpha Lambda Delta Honors Society | *Chapter President (2021-2022)* | November 2020 - Present

Dean's List | *Ohio University* | Fall 2019 – Spring 2022

Templeton Scholar | *Ohio University* | Fall 2019 – Spring 2022