

**Adashia D. Franklyn**

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**Professional Statement**

I am looking to pursue a career in the sports industry. Specifically, my interests in the sports industry include marketing, advertising, broadcasting, communications, and/or management. Since I am currently majoring in both Sports Marketing and Communications Studies, there is a broad spectrum of careers that I can see myself working in. In any job that I pursue now or in the future, my goal is to work with others to reach a common goal and to be profitable in doing so. Another aspect of my interest are the current trends of today. Today's growing use of technology has changed aspects of how people work together and communicate, and the current mainstream industry trends that I support are using social media to give news and spread messages, as it is an instant way to gain knowledge at your fingertips. I find myself to be very knowledgeable about social media, and I am looking to use this knowledge as a contribution to whatever career in sport I pursue. I have gained such a huge interest in the sports industry at such a young age due to being an athlete myself. Through playing different sports throughout my lifetime, I have always been curious of what goes on behind the scenes in the sports world. With being a student-athlete, I have gained effective organization, time-management, and communication skills. I am also a natural born leader, and I am comfortable working with others, leading by example, leading vocally, and making executive decisions when needed.

**Resume Profile**

- Sports Marketing
- Communications Studies

**Education**

- Saint Joseph's University, Philadelphia, Pennsylvania
- May 2018
- Bachelor of Science in Business Administration & Bachelor of Arts
- G.P.A. 3.44

**Leadership**

- November 2016- Present: Team Captain of Saint Joseph's University Women's Basketball Team
  - Duties: Be a vocal leader, lead by example, keep a positive attitude, hold teammates accountable, settle team conflicts
- June 2016-Present: Coach/Mentor for the Black Women in Sport Foundation
  - Duties: Coach and teach non-traditional sports to children ages 7-15
- June 2015-Present: Camp Counselor at Cindy Griffin's Elite Basketball Camp at Saint Joseph's University
  - Duties: Teach fundamental basketball skills and drills to girls ages 12-17. Game statistician keeper, game clock operator and officiated games.
- June 2015-Present: Camp Counselor at Cindy Griffin's Day Camp at Saint Joseph's University
  - Duties: Teach fundamental basketball skills and drill to boys and girls age 4-14. Game statistician keeper, game clock operator and game officiator.
- June 2015-Present: Camp Counselor at Cindy Griffin's Middle School Team Camp at Saint Joseph's University
  - Duties: Taught basketball skills and drills to girls age 11-14. Game statistician, operator, officiator.
- October 2014-Present: Mentor at Saint Joseph University Kids Club Basketball Clinic at Saint Joseph's University
  - Duties: Teach fundamental basketball skills and drill to boys and girls age 5-13.

**Activities and Memberships**

- October 2016-Present: Member of Saint Joseph's University's Fellowship of Christian Athletes Club
- August 2016-Present: Member of the American Marketing Association
- May 2016-Present: Member of Saint Joseph's University Caribbean Student Association
- November 2015-Present: Member of Saint Joseph's University Developing Everyday Champions Club
- August 2014-Present Member: of Saint Joseph's University Sports Marketing Club
- June 2014-Present: Member of Saint Joseph's University Black Student Union
- June 2014-Present: Member of Saint Joseph University Women's Basketball Team

**Awards and Honors**

- March 20, 2017: First Team All-Philly Division I Women's Basketball
- February 28, 2017: College Sports Madness A-10 Player of the Week
- February 2017: Third team All-Atlantic 10
- February 2, 2017: Interviewed by American Sports Net
- January 7, 2017: Independent Blue Cross Hawk Athlete of the Week
- January 3, 2017 and February 20, 2017: Philadelphia Big 5 Player of the Week
- January 2017: Nominated to be NCAA Player of the Week
- December 31, 2016: Broke Philadelphia Big 5 record for number of rebounds (25) in a single game
- November 26, 2016: Daily Times Female Athlete of the Week
- December 2015 and December 2016: Atlantic 10 Commissioner's Honor Roll
- December 2015 and December 2016: Saint Joseph University Business School Dean's List
- May 2015, December 2015, May 2016, and December 2016: Saint Joseph University Athletic Director's Honor Roll

**References Upon Request**