

# DARRYL JACOBS

Highlands Ranch, CO 80130

[dajacobs65@gmail.com](mailto:dajacobs65@gmail.com)

+13025625127

I am seeking an opportunity to utilize expertise in the leadership sports business, in addition to business development, increasing revenue and client acquisition, implementing strategies, community relationships, budget oversight, securing strategic partnerships, and fundraising opportunities.

Authorized to work in the US for any employer

## Work Experience

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### **Regional Director of Operations**

YMCA of Metro Denver - Denver, CO

April 2023 to Present

- Overseeing the management and operations of three locations within the YMCA Metro Denver network.
- Collaborate across departments on special projects in order management, inventory, merchandising, and risk management—spearheaded and facilitated new risk management policies and procedures for YMCA facilities.
- Collaborate and communicate with Development/Fundraising, Membership Sales, Community Well-Being, Aquatics, and Youth Development to ensure a high-quality membership experience by obtaining resources and offering a variety of classes, including free engagement activities.
- Implement policies and procedures to ensure smooth business operation efficiency.
- Effectively communicate community benefit and the Y's impact on all stakeholders (e.g., staff, volunteers, members, community leaders) and develop positive working and collaborative relationships with other organizations, businesses, and governmental entities. Resulting in fostering partnerships with the Denver Nuggets, Denver Broncos, and Write on Sports Denver.
- Lead, coach, and develop Center Leads and Experience Managers.
- Develops and directs high-quality member engagement strategies and programs that support centers and association goals and strategies.
- Managing budget oversight, forecasting, new programs, and facilities upkeep.
- Ensure effective collaboration and coordination with the YMCA's administrative departments to achieve department and organizational goals.
- Consistently seek ways to improve member experience by designing and implementing efficiency improvement initiatives.

### **Executive Director/Diversity, Equity, and Inclusion (Remote/Contractual)**

Rising Coaches - Cedar Grove, NJ

June 2020 to Present

A membership-based community for coaches (1500 members organization targeting coaches on the grassroots, high school, college, and professional level) that connects, develops, and facilitates career development.

- Launched a multi-year diversity plan to facilitate educational programming and initiatives for over 12 grassroots organizations that target women, men, Hispanic, Asian, and Jewish communities.

- Help drive membership and secure strategic partnerships and sponsorships to enhance programming initiatives.
- Created "Next Up," an initiative to identify and develop up-and-coming collegiate coaches. As a result, four participants obtained head coaching positions at the Division I level and NBA G-League.
- Led five national DEI initiatives averaging 25 attendees, emphasizing higher education professionals and ethnic minorities.
- Led programming content (i.e., resume creation, interviewing skills, etc.) targeting women and ethnic minority coaches.
- Works cross-functionally within Human Resources to align DEI initiatives with business objectives to develop and implement DEI principles into recruiting, retention, and engagement efforts.
- Serve as a liaison for search firms to identify coaching and administration candidates.
- Help increase membership by 30%, strategic partnerships by 25%, and sponsorships by 50% to enhance programming initiatives.

### **College Basketball Commentator/Analyst (Seasonal)**

ESPN Networks - Bristol, CT

November 2016 to Present

American multinational pay television network owned by ESPN Inc., a joint venture between The Walt Disney Company and the Hearst Communications.

### **BUSINESS EXPERIENCE**

Senior Business Development Consultant/XCEL Federal Credit Union - Bloomfield, NJ

November 2020 to December 2021

Provide financial services to credit union members, e.g., investment and insurance, lending support, IT, and compliance services.

- Identify and solicit prospective businesses/SEG's/Ambassador's partnerships while building credit union membership penetration among employees.
- Research and target between 50-75 prospect opportunities each week.
- Coordinate approximately five new SEGs employees' orientation presentations monthly.
- Responsible for client satisfaction and retention, which are significant parts of a credit union's brand identification for its customers.
- Compile, report, enter, collect, forecast, and track accurate account elements, fulfillment, contact information and fiscal management.

### **Executive Vice President**

MyPlay USA - New York, NY

December 2017 to June 2020

All-in-one sports video solution company.

- Hired, trained, and lead a sales and marketing staff of 10.
- Created and facilitated over 100 presentations at conferences nationally of My Play products to athletic conferences and league commissioners, college and high school athletic directors, coaches, high school principals, and college and university presidents.
- Planned and executed over 50 marketing events with an average attendance of 50-150.
- Prospects for new clients and strategic partnerships; created sales, marketing, and sponsorship plans based on company goals and objectives; secured 45 new clients and three strategic partnerships.

Collaborated with the research and development team to create two new platform features and two analytics software applications.

- Increased sales by 70%, revenue by 65%, and customer retention by 90%.

## **FUNDRAISING & NON-PROFIT EXPERIENCE**

Athletics Development Coordinator/Queens College, The City University of New York - Flushing, NY

January 2013 to December 2016

Public institution; fourth largest Division II in the country (20,000 students)

- Advised Assistant Vice President for Athletics in department-wide cultivation initiatives, fiscal management and projects.
- Cultivated alumni led to the increase of department alumni giving by 50%.
- Established (low giving level) Commemorative Gift Program resulting in \$10,000 in the first year.
- Created cultivation activities and initiatives such as Annual Thank-A-Thons, letter-writing campaigns, and naming rights receptions/celebrations that resulted in over \$300,000 in giving.
- Assisted in the research that resulted in a \$3,000,000 CUNY Grant for athletic facilities upgrades and improvements.
- Served as Athletics Hall of Fame Master of Ceremonies, leading to the annual cultivation of 300 alumni and \$200,000 in revenue.

## Education

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### **Master of Science in Sports Administration**

Southeastern Oklahoma State University - Durant, OK

March 2020 to December 2022

### **Bachelor of Arts in Business Administration**

William Penn University - Oskaloosa, IA

## Skills

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- Fiscal Management
- Meeting Facilitation
- Event Marketing
- Financial Services
- Public Relations
- Branding
- Training & Development
- Product Development
- Research & Development
- Business Development
- Recruiting
- Strategic Planning
- Presentation Skills

- CRM Software
- Research
- Analytics
- Events Management
- Account Management
- Business Analysis
- Writing skills
- Adobe Photoshop
- Social media management
- Financial acumen
- Product demos
- B2B
- Volunteer management
- Social media marketing
- Salesforce
- Communication skills
- Organizational skills
- Operations management
- Continuous improvement
- Sales management
- Budgeting
- Fundraising
- Management
- Human resources
- Multi-Media Rights (Learfield) (1 year)
- Forecasting
- Risk Management

## Links

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<https://twitter.com/darryljacobs04>

<https://www.facebook.com/darryl.jacobs.503645>

<https://www.linkedin.com/in/darryljacobs0713/>

## Certifications and Licenses

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**AED Certification**

**First Aid Certification**

**CPR Certification**

## Additional Information

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### Committees/Board of Directors

USA Weightlifting, Colorado Springs, CO/Remote (3-year Term)/ (Non-Profit) 2022-2025

DIVERSITY, EQUITY, AND INCLUSION /BOARD of COMMISSION

The National Governing Body for the sport of Olympic Weightlifting and the United States Olympic & Paralympic Committee.

- The Diversity, Equity & Inclusion Board advises the board and staff on measures to ensure United States Weightlifting is an inclusive organization for all, including but not limited to gender, race, religion, veteran status, socioeconomic and any other identified groups.
- Develop and implement diversity programs and policies at all levels, supported by meaningful efforts to accomplish diversity.

USA Fencing, Colorado Springs, CO/Remote (2024)-BOARD OF DIRECTORS

The National Governing Body for the sport of Olympic Fencing and the United States Olympic & Paralympic Committee.

- Helping to promote more diversity among the participants and audience of USA Fencing.
- Assisting USA Fencing with increasing opportunities for participation through creating a Diversity & Inclusion (D&I) Plan that includes policies, best practices, and programming that will position USA Fencing to increase athlete participation and our fan base.

Alzheimer's New Jersey, Roseland, NJ (Non-Profit) Present  
AMBASSADOR/VOLUNTEER

- Propose and assist with coordinating initiatives and conferences.
- Act as an ambassador for walk-a-thons.
- Recruit and secure volunteers and professional athletes' participation.
- Led a walk-a-thon team to raise funds and awareness; helped raise \$150,000
- Solicit donations via private and public donors.