

Edwin Weathersby II

Versatile, well-educated in sports management & has worked for 3 professional teams, as well as inside an NCAA Division 1 athletic dept.

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I possess a master's degree in Sports Management, a master's degree in Sports Coaching and a bachelor's degree in Sports Management, all from the United States Sports Academy. I have worked for 3 professional sports teams, including the New York Giants and Cleveland Browns.

From 2016-2018, I was the West Director of All-American Games; where I also was promoted to Executive Director of the FBU All-American Bowl. My comprehensive duties included supervising all company sports business properties of the Western U.S., including coordinating various camps, tournaments & other events at the youth and high school levels. I was also responsible for developing relationships with various clientele, negotiating company marketing partnerships, sales/marketing of company properties, public relations, presentations, Salesforce maintenance and supervising a staff of more than 26 across several states. In my current position, I have secured partnerships with the San Francisco 49ers, PUMA, Golden State Warriors, San Francisco Giants and NFL FLAG, among others.

My professional background also consists of sports event planning at the professional and collegiate levels, along with sports facility management, equipment management, hiring coaches, business development, sales, database maintenance, athletic staff supervision, negotiations, partnership development, customer service, logistics and more.

Additionally, I have experience performing the responsibilities such as:

- Sports/Athletics operations management & administration
- Sports programming & scheduling for games and tournaments
- Interviewing & hiring coaches at various levels - youth, HS and college
- Interviewing & hiring team directors at various levels - youth and HS
- Sports Facility/venue securing & management
- Sports Event Planning & coordinating logistics for sporting events & competitions
- Partnerships & strategic alliances procurement
- HR On-boarding & Off-Boarding
- Managing, supervising, disciplining & leading a staff
- New business development & procurement
- New program conceptualization
- Coordinating travel operations
- Public speaking
- Social media, marketing & communications
- Budget supervision
- Negotiating & executing sports marketing partnerships
- Working with event sponsors & executing their needs
- Equipment inventory & shipping
- Teaching Experience

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Director of Athletics & Recreation

Alameda County Deputy Sheriffs' Activities League - Ashland, CA

March 2021 to Present

- Provided leadership as Chief Executive & Administrative Officer of Athletics & Recreation department
- Managed all business operations, marketing, strategic planning, event planning, facilities, development, human resources, sport administration & communications
- Secured partnerships with SF 49ers,, SF Giants, Golden State Warriors, Oakland Roots & NFL FLAG
- Negotiated & secured apparel sponsorship deal with PUMA
- General staff & programs management and a variety of administrative tasks
- Strategic planning development & implementation
- Events organization for various DSAL community & sport-specific events & tournaments
- Participant life skills & academic enrichment initiatives
- Participant cross-pollination initiatives
- Camps programs
- Communications
- Database maintenance & management
- Physical office space management
- Fundraising & development tracking & organizing
- Social media support
- Website content updates
- Attendance at DSAL & other community related meetings
- Master calendar of all programming
- Data & registration management
- Facilities applications
- Rentals of DSAL-managed facilities
- Workforce development program
- School & community event tabling
- Support on other DSAL-related/partner events
- Equipment & apparel ordering & inventory management

Sports Analyst

Sports Illustrated - Remote

April 2020 to December 2020

Evaluated and ranked nation's top college football prospects

Published detailed scouting reports on top college football prospects

Appeared as on-camera host/analyst for Sports Illustrated video/digital content

Selected Sports Illustrated 2020 All-American Teams

Instrumental in establishing inaugural Sports Illustrated All-American 99 Rankings

Traveled to games to evaluate prospects

Created several new content series for SI All-American website

Interviewed top college football prospects

Director of Operations

Next Gen Inc - The Woodlands, TX

July 2019 to April 2020

Supervised all of the company's business operations from New Mexico to Atlantic Seaboard

Maintained relationships with all accounts

Supervised staff, including payroll & HR on-boarding

Oversaw company expansion and strategic planning for growth

Director of Sports Operations

UC Davis Aggies Athletics - Davis, CA

January 2018 to July 2019

Directed sports program's operations, events & off- field administration with a focus on football

Established program's manual & yearly calendar, and managed budgets while keeping documentation of equipment & records

Coordinated on-campus recruiting operations, visits, collected transcripts & supervised interns

West Regional Director of Sports Development/National Bowl Director

All-American Games, LLC - Scottsdale, AZ

June 2016 to January 2018

Supervised a staff of 26 & managed company's day- to-day operations for all markets west of Texas

Developed relationships with executives, businesses, and high school coaches & made presentations on company's properties to drive sales & revenue

Brokered & coordinated community Marketing & Sports Performance Center partnership deals in 4 markets

Supervised progress & operations at FBU Freshman All-American Bowl, U.S. Army All-American Bowl & other FBU events

Director of Sports Marketing

Los Cab Sports Club - Orange County, CA

January 2016 to June 2016

Led the development & execution of new innovative marketing strategies

Managed & tracked advertising campaigns for owner to increase revenue & brand awareness

Oversaw all marketing activities including social media, website maintenance & the creation of marketing materials

Introduced new marketing techniques & led the re-design & mobile optimization of club's website

College Sports Analyst

Turner Sports - Los Angeles, CA

December 2009 to August 2015

Assisted with marketing & promoting of content

Published reports & articles for company's website

Introduced several new series of content for website

Pro Personnel Assistant

New York Giants - East Rutherford, NJ

June 2008 to June 2009

Prepared reports for general manager, pro personnel department and coaching staff
Created, managed & maintained all various player personnel boards & digital databases to assist with roster management
Coordinated free agent & draft visits & workouts

Sports Coordinator

Student Sports Inc - Torrance, CA
August 2007 to June 2008

Assisted in all player-personnel, planning, equipment inventory, promoting & executing of Nike Training Camps & Combines events
Managed registration kiosks & published content for company's website
Introduced several new series of content for website

Education

Master's in Sports Management

United States Sports Academy
2016

Master's in Sports Coaching

United States Sports Academy
2011

Bachelor's in Sports Management

United States Sports Academy
2007

Skills

- SalesForce, Gorilla Tools, 220 CMS, SS CMS, Microsoft Office, WordPress, PR Web, Twitter, Facebook, Instagram, Outlook, Kayako, HUDL, XOS, DVSport, NYG-Vid
- Sports Coaching
- Sports Marketing
- Search Engine Optimization (SEO)
- Branding
- Blogging
- Statistics
- Digital Marketing
- Proofreading
- Social Media Management
- Project Management
- Microsoft Excel
- Leadership
- Conflict management
- Guest services

- Teaching
- Customer service
- Microsoft Office
- Sales
- B2B sales
- Copywriting
- Account management
- Microsoft Word
- Events management
- Negotiation
- Microsoft Powerpoint
- Marketing
- Management
- Supervising experience
- Presentation Skills
- Content Management
- Administrative experience
- Payroll
- Time management
- English
- Organizational management
- Fundraising
- Content Development
- CPR
- Facilities Management
- First aid
- Communication skills
- Computer skills
- Business development

Certifications and Licenses

AED Certification

First Aid Certification

CPR Certification

Assessments

Supervisory skills: Motivating & assessing employees — Proficient

January 2021

Motivating others to achieve objectives and identifying improvements or corrective actions
Full results: [Proficient](#)

Teamwork: Interpersonal skills — Proficient

January 2021

Responding to challenging team situations at work

Full results: [Proficient](#)

General manager (hospitality) — Proficient

February 2021

Solving group scheduling problems and reading and interpreting P&L statements

Full results: [Proficient](#)

Customer service — Proficient

May 2020

Identifying and resolving common customer issues

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.