

CRYSTAL BROADNAX

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SUMMARY

I am a motivated freshman at the University of Nevada, Reno pursuing Business Marketing with a strong interest in Sports Marketing. I am a reliable individual seeking hands-on experience in the sports industry. My volunteer and leadership experiences have strengthened my communication, teamwork, organization, and community engagement skills, which I hope to apply toward improving fan experiences and supporting sports marketing initiatives.

EDUCATION

University of Nevada, Reno – B.S. Business Marketing (2025–2029)

Pleasant Grove High School, Elk Grove, CA – High School Diploma

SKILLS

Customer Service • Interpersonal Skills • Public Speaking • Community Engagement • Organization • Beginner Canva Skills

EXPERIENCE

Food Distribution Volunteer – South Sacramento Christian Center | Jul 2024–Aug 2024

Organized and sorted food donations; packaged distribution bags; greeted community members; served hundreds weekly. Gained teamwork and outreach skills relevant to fan engagement and sports community events.

Literacy Tutor – United Way California Capital Region | Jul 2024–Aug 2024

Tutored elementary students using BookNook; supported reading comprehension; guided students twice weekly. Built communication and mentoring skills valuable for sports youth programs and activation events.

Heart Ambassador – American Heart Association | Sept 2018–Feb 2024

Spoke at community events; promoted healthy living; participated in annual fundraisers raising thousands. Strengthened public speaking, advocacy, and event participation skills used in sports marketing outreach.

ACTIVITIES

AP Scholar (2024); AP Scholar with Honor (2025) • Pleasant Grove AVID (2021–2025) • AVID Leadership (2021–2022, 2024–2025) • Student Senate (2021–2022)