

Leyi Shen

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EDUCATION

University of Florida, Gainesville, Florida
Doctor of Philosophy in Sport Management

August 2024 – Present

University of Florida, Gainesville, Florida
Master of Science in Sport Management

August 2022 – May 2024

Pepperdine University, Malibu, California
Bachelor of Arts in Sport Administration, Bachelor of Arts in Sociology

August 2018 – June 2022

EXPERIENCE

Exotic Car Trader, Fort Lauderdale, Florida (Remote)
Marketplace Coordinator

June 2024 – Present

- Recorded and interpreted documents encompassing sales agreements, tax and title documents, and procedure manuals according to established procedures.
- Set and prepared vehicles to go live on various online platforms courteously in a customer-focused manner.
- Managed and posted social media content with a focus on prioritizing search engine optimization strategies to enhance visibility and engagement.

University of Florida, Department of Sport Management, Gainesville, Florida
Graduate Assistant

August 2023 – Present

- Provided teaching assistance for professors/instructors of undergraduate level courses.
- Graded assignments according to criteria requirements and proctored relevant exams/quizzes.

PUMA China Ltd., Shanghai, China
Merchandising Intern

October 2021 – January 2022

- Organized seasonal samples according to rigorous mini-sheet requirements for the accessories, running, and training categories.
- Designed presentations for the annual product exhibition and cooperated with the performance team for outlining new sample innovation ideas.
- Translated competitor comparison reports and product descriptions from English to Mandarin.

Great Sports Television Channel (SMG), Shanghai, China
Business Operations / Sports Media Intern

October 2020 – March 2021

- Contributed to negotiations with sponsors for strategic media partnerships during the 2020 China International Import Expo.
- Provided pre-game analysis for distinguished sports host Sam Wong in preparation for major sporting events such as the 2020 Tokyo Olympics, 2020 NBA Playoffs, and Euro 2020.
- Created presentations and accompanied celebrity performers for the annual company symposium.

Givaudan SA, Paris, France
Marketing Intern

July 2019 – September 2019

- Translated English and French global consumer insight projects and designed visual effects.
- Assisted distinguished perfumer Yann Vasnier during fragrance testing and development sessions.
- Conducted qualitative research on millennial purchasing patterns and shared findings to upper management via an hour-long Prezi presentation.

AWARDS & ACTIVITIES

University of Florida Grinter Fellowship Award	2024
College of Health and Human Performance Graduate Organization, <i>President</i>	2025 – Present
College of Health and Human Performance Graduate Organization, <i>Vice President</i>	2024
Department of Sport Management, <i>Data Collection Volunteer</i>	2023
Pepperdine Sports Business Association, <i>Member</i>	2018-2022
Languages Spoken: Mandarin (Native or Bilingual Proficiency), English (Native or Bilingual Proficiency), French (Native or Bilingual Proficiency), Spanish (Limited Working Proficiency)	