

Lily Allen

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EDUCATION

The University of Texas at Austin Bachelor of Kinesiology and Science, Physical Culture and Sports May 2030

Roslyn High School GPA: 4.0

EXPERIENCE

ALK Talent Sports - Austin, Texas September 2025 - Present

Athlete Partnerships Coordinator

- Designed NIL graphics and social media content for a talent agency representing 2,000+ NCAA athletes across Division I–III, creating visuals for digital platforms and brand partnerships.
- Collaborated on marketing campaigns with major brands including Uber Eats, Amazon Prime, PopStroke, and Raising Cane's.
- Boosted Instagram engagement by 20% through targeted social content to strengthen the agency's digital presence and audience interaction.

Arena Sports Graphics - Roslyn, NY July 2025 - September 2025

Design Intern

- Created custom team logos, uniforms, and apparel using Photoshop and Illustrator, developing original designs tailored to schools.
- Translated client visions into merchandise designs that aligned with each team's branding, colors, and identity.
- Expanded Arena Sports Graphics' local sports reach through digital marketing initiatives.

Samba360 March 2024 - Present

President of Advisory Board

- Facilitate monthly meetings to develop initiatives supporting Samba360, a nonprofit that expands access to sports for underserved youth in Brazil and El Salvador.
- Organize 3 annual sports equipment and jersey drives, managing donation collection and distribution efforts that provide athletic gear to 60+ youth athletes.

LEADERSHIP AND ACTIVITIES

Business of Sports Student Organization - The University of Texas at Austin September 2026 - Present

Media Analyst

- Selected as a Media Analyst to contribute to sports-focused content, research, and digital media projects.
- Focus on the analytical side of sports, examining coaching decisions, game strategy, and how key choices impact team performance.
- Collaborate with fellow analysts to develop creative story ideas centered around sports, media, and business.

Mu Sigma Lambda - The University of Texas at Austin September 2026 - Present

- Joined the inaugural class of UT Austin's first sports fraternity, helping establish a new community for students passionate about the sports industry.
- Participate in networking, professional development, and community-building opportunities within the organization.

Sport Management Club - The University of Texas at Austin August 2026 - Present

- Connect with peers and industry professionals through networking events and guest speakers.
- Explore sports business careers and current industry trends through club programming.

Students for Social Responsibility - Roslyn High School October 2023 - June 2026

- Launched the club's first athletic equipment drive in partnership with Samba360, leading the planning and promotion.
- Established partnerships with 10+ nonprofit organizations to create new volunteer opportunities.

Roslyn High School Athletics September 2022 - June 2026

- Three-Sport Varsity Captain: *Soccer, Basketball & Lacrosse*
- All-Conference Honors: *Lacrosse (2024, 2025), Soccer (2024), Basketball (2025)*

Awards and Honors

- 2024 Long Island Unity Summit Representative (*one of four students selected from Roslyn High School*)
- WNBC New York MVP Athlete of the Month Finalist (*February 2025*)
- AP Scholar with Honor, National Honor Society, National Science Honor Society, Scholar-Athlete