

LUKE RAPISARDA

Undergraduate

University of Wisconsin – Milwaukee: September 2018 - May 2022
Bachelor of Business Administration - Marketing and Psychology
GPA: 4.0/4.0

Graduate

University of North Carolina – Chapel Hill
Master of Sport Administration

EVENT EXPERIENCE:

- Jul. 2024 – Nov. 2024 **Ingress Events – Raleigh, NC**
Manager of Public Safety and Events
- Work under Director, Public Safety Consulting in working with clients to understand the scope of work and be a direct line of communication to all aspects of the event
 - Provide client support on anything from a small project, all the way up to event operation of both front of house and back of house management, including security deployment, Emergency Action Guide development, and execution on-site
- February 2025 **Super Bowl LIX – New Orleans, LA – Camera Deployment Project Manager**
October 2024 **Great American Beer Fest – Denver, CO - Public Safety and Operations**
September 2024 **Luke Bryan Farm Tour – Various Cities – Front of House Public Safety and Operations**
March 2024 **Men’s Final Four Fan Fest – Phoenix, AZ - Show Office Manager**
- Jul. 2024 – Nov. 2024 **Wasserman – Raleigh, NC**
Associate Manager, Brands
- Work under Director of Brands in management of AT&T account in College Sports with sponsorship assets totaling \$200,000,000
 - Work directly with the brand, AT&T, and properties, NCAA and CFP, to be the main communicator of sponsorship assets
 - Build a strong working relationship with clients and ensure they receive appropriate attention, support, and recommendations
 - Develop competency in core services including partnership strategy, valuation, audience, and go-to-market-strategy
 - Coordinate execution of strategy internally with Experience, Production, Projects, and Hospitality teams
 - Synthesize data from multiple sources to develop client-focused narratives and recommendations
- Jun. 2023 - Jul. 2024 **Carolina Athletics – Chapel Hill, NC**
Marketing Coordinator
- Responsible for creating and executing a marketing plan to generate revenue, draw fans to events, and promote the Carolina Athletics brand for Women’s Soccer, Wrestling, Women’s Lacrosse, and Softball
 - Plan and execute operations and 10 sponsorship activations at Tar Heel Town Fan Fest prior to 7 Carolina Football games with a budget of \$25,000 leading to a combined attendance of 45,000 patrons
 - Collaborate across communications, event management, concessions, Dye Hard Fan Supply, ticketing, Tar Heel Sports Properties, GoHeels Productions, digital marketing, campus organizations, community partners, and team coaches to successfully execute marketing plans and events for respective teams
 - Develop and write run-of-show using ShoFlo for production and videoboards, including several sponsorship elements from Tar Heel Sports Properties like Joe Van Gogh coffee and in-game promotions prior to producing each event
 - Manage and implement a combined budget of \$79,000
- Feb. 2020 - May 2022 **Milwaukee Athletics – Milwaukee, WI**
Marketing Assistant
- Provide leadership and direction in developing marketing and promotional strategies for all sports at Milwaukee
 - Run the in-venue show production of men’s and women’s soccer including sponsorship elements and in-game promotions

HOSPITALITY AND TOURISM EXPERIENCE:

- May 2018 - Jun. 2023 **Dells Boat Tours – Wisconsin Dells, WI**
Boat Captain
- Pilot and guide tour boats and Jet Boat Adventures on the Wisconsin River
 - Served as Assistant Manager of Ghost Boat Operations for the 2020, 2021, and 2022 seasons

AWARDS AND ACKNOWLEDGEMENTS:

- Spring 2022 Lubar School of Business Highest-Ranked Graduating Senior
- Four-year Milwaukee Men’s Track and Field Varsity Letter Winner
- 2021– 2022 Milwaukee Athletics Senior Student-Athlete of the Year
- 2020, 2021 Dells Boat Tour Service Award Winner, 2022, 2019 Captain of the Year