

PATRICK FRANKLIN
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Professional Profile

Energetic, passionate leader that believes success lies within a detail-oriented approach
Hands-on, critical thinker that is an exceptional example of how to properly utilize a growth mindset
Tremendous interpersonal skills and understands the importance of effective business communication

EDUCATION TEXAS STATE UNIVERSITY, COLLEGE OF LIBERAL ARTS SAN MARCOS, TX
Bachelor of Science in Applied Sociology, Minor in Mass Communications Expected Dec 2017

- Areas of study: Qualitative Research, Quantitative Research, Applied Data Analysis, Inferential Statistics, Sociological Theory, Digital Advertising, and Spanish (1-3)
- Have completed 18 hours of Mass Communications courses w/ and emphasis on Advertising

WORK EXPERIENCE STICKSTAR LACROSSE *2014-Present*
Coach, Data Analyst, Digital/Social Strategist

- As a data analysis, I created and conducted a mixed-methods research project with the purpose of gauging client satisfaction
- As a strategist, I implemented and oversaw various digital & social media campaigns that aimed to generate a greater number of impressions with our target audience. Over the same period of time I developed a brand management outline that helped the company cultivate a distinct personal brand within their field.
- As a coach, I was tasked with both creating and implementing developmental drills in order to train players within the company's patented component-based methodology.

TEXAS STATE MEN'S LACROSSE *2015-2017*
Defensive Coordinator

- Led team to a 16-6 record over two seasons. Reached the conference tournament in back to back years. Reached the conference championship during the 2016 season.
- As an administrator, I was tasked with running all of the team's social media accounts which included: Facebook, Instagram, and Twitter. Content included game recaps, live-score updates, game previews, professional photographs, articles detailing the team's progress and activities, etc.

At the same time, I helped the program create and successfully run multiple charity events & team fundraisers which included: Apparel Sales, Merchandise Raffles, Golf Tournaments, Lacrosse Tournaments, The Leah Lacy Classic (A charity lacrosse game with proceeds going to the thin pink foundation), and a charity bike-a-thon that benefited the South Hays Fire Department.

- PROFICIENT IN:
- Microsoft Office: Word, Powerpoint, Excel, and Outlook
 - Social Media Platforms: Facebook, Instagram, Twitter, and Pintrest
 - Adobe Photoshop
 - iMovie