

JULIAN SEINFELD

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SKILLS & EXPERTISE

Brand Development	Product/Clothing Collaborations, Outreach & Sponsorships, Marketing	Social Media Management	Curating High-Engagement Content, Facebook/Instagram Account Growth	Research & Analysis	Applied Data Analysis, Case Studies, Contract & Negotiation Basics
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EXPERIENCE & PROJECTS

Brand Development Intern | 35 Ventures/Boardroom

May 2021 - Present

- Partnered with a product designer to conceptualize and launch a capsule collection of business accessories.
- Executed brand-building strategies through targeted marketing campaigns and in-person events, driving measurable increases in audience engagement.
- Orchestrated collaborations with leading streetwear brands, introducing new revenue streams and expanding product offerings.
- Initiated and cultivated sponsor relationships, managing full-cycle outreach and negotiation to enhance brand partnerships.
- Developed innovative graphic designs and managed social media content, boosting audience interaction and brand awareness.
- Leveraged data-driven insights to optimize Boardroom/35 Ventures accounts, refining content strategies and improving overall performance.

Creative Consultant | Lift Sports Management

January 2022 - September 2023

- Designed official athletic apparel worn by professional and collegiate athletes.
- Coordinated with agents and brand representatives to secure marketing deals and sponsorships for clients.
- Curated social media content to amplify client brand presence and fan engagement.
- Provided general management support to an NBA player and various collegiate athletes, ensuring seamless day-to-day operations.

Marketing Director | Duke Sports Business Conference

September 2022 - Present

- Organized speaker panels featuring high-profile industry leaders, including Adam Silver and Rich Kleiman.
- Coordinated social media promotions, partnerships, and email outreach to engage students, alumni, and sports business professionals.
- Led a team of student volunteers to execute conference logistics, ensuring seamless event flow and positive attendee experience.

COMMUNITY SERVICE & LEADERSHIP

- **Social Media Intern, Invisible Hands Deliver (Grade 11, 12)**
 - Managed Facebook/Instagram platforms with 10,000+ collective followers, driving awareness and fundraising initiatives.
 - Assisted with research, partnership outreach, and daily operations for high-risk New Yorkers during the COVID-19 pandemic.
- **Volunteer, Good+Foundation (Grade 8–10)**
 - Organized and packed donations (books, toiletries, cribs) for families in need, ensuring quality care in distribution.

EDUCATION

Duke University – AB in Sociology, Markets and Management Studies Concentration *Class of 2025*

Ethical Culture Fieldston School *Class of 2021*