

Teal Lucas

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Personal Portfolio: www.teallucas.com

EDUCATION

University of Wisconsin-Madison | Madison, WI September 2023 - Present

Bachelor of Business Administration

- Majors: Finance, Investment, and Banking | Marketing
- Minor: Sports Communications

WORK EXPERIENCE

Premier Athlete Agency | San Diego, CA

Sports Marketing Intern

May 2025 – August 2025

- Conducted targeted athlete brand outreach, personally pitching 90+ companies; contributed to an internship team securing 50+ partnership deals for NFL and NCAA clients
- Built prospect pipelines targeting Power Four Division I football programs, identifying athlete-brand fit to support agency recruiting strategy
- Developed community engagement concepts for NFL athletes designed to generate earned media exposure and strengthen athlete brand equity

University of Wisconsin Football | Madison, WI

January 2024 – May 2024

Student Manager | Football Operations Department

- Supported daily football operations for a Power Four Division I program, coordinating practice logistics for 100+ athletes and 50+ staff
- Assisted sideline operations during practices and Spring game, maintaining composure in high-performance environments
- Built strong working relationships with athletes, coaches, and operations staff, strengthening professional communication and trust within elite athletics

Sand Valley Golf Resort | Nekoosa, WI

May 2023 – August 2025

Professional Caddie

- Delivered high-level client service to golfers including executives, athletes, and high-profile guests
- Provided strategic course and equipment recommendations under pressure
- Maintained strict client confidentiality while fostering positive guest experiences

LEADERSHIP & INVOLVEMENT EXPERIENCE

American Marketing Association | UW-Madison | Madison, WI

September 2024 – Present

Vice President of Social Events, Community Outreach Committee Member

April 2024 – Present

- Planned and executed 7 networking events per semester to foster student engagement, strengthen professional networks, and enhance student-led organizational culture.
- Built partnerships with local businesses to support event sponsorships and organizational initiatives
- Helped organize outreach events benefiting charitable organizations and community partners

Pre-Law Society | UW-Madison | Madison, WI

September 2024 – Present

General Member

- Engaged in meetings and workshops on legal education, career pathways, and current legal events, gaining relevant knowledge in the space.

Sports Business Club | UW-Madison | Madison, WI

September 2023 – Present

General Member

- Engage in industry workshops focused on sports marketing, partnerships, and athlete branding

Awards & INTERESTS

Awards: Connexus Scholarship Recipient, Carl C. and Anna Knudesen Scholarship recipient, 2x Wisconsin Football Coaches Association Academic All-State, WIAA Scholar Athlete

Interests: Sports analytics, European travel, skiing, fly fishing, running, watch collecting