

AVA PEARSON

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SKILLS/ACHIEVEMENTS

English | French | Adobe Software | Google Software | Microsoft Office | Emergency First Aid with CPR-B | Tara Awards; Best Live Sports Show Nominee

SUMMARY OF QUALIFICATIONS

- Proven expertise in partnership coordination, fostering successful collaborations between teams, organizations, and brands in both professional and academic settings.
- Strong leadership and organizational skills demonstrated through roles as a team captain and coach, overseeing logistics, administrative duties, and fostering team cohesion.
- Experienced in designing and managing websites to align with brand aesthetics, ensuring visually appealing and informative layouts.

EDUCATION

Bachelors of Arts, Sport Media, Toronto Metropolitan University
Business Essentials Minor

September 2023- Current

EXPERIENCE

The TARA Awards, Web Designer

February 2025- April 2025

- Ensured the website's design and aesthetics aligned with the visual identity of the show, broadcast, and social media platforms
- Managed and updated website content while maintaining a visually appealing and user-friendly layout
- Oversaw the inclusion of all essential information to ensure accessibility and clarity for all users

VC Ultimate * (Vicious Circle Ultimate Apparel), Partnership Coordinator

May 2023-November 2024

- Coordinates Incognito Ultimate Team gear with VC Ultimate and partnership logistics
- Facilitated clear and timely communication between stakeholders to ensure all deliverables were met for practices, tournaments

BE Ultimate * TMU (Toronto Metropolitan University), Partnership Coordinator

September 2023- March 2025

- Coordinates University Team gear with BE Ultimate and partnerships logistics
- Promote the BE Ultimate Brand in line with University policies
- Organize and execute the University Team's Administrative & Finance Duties

MLSE (Maple Leaf Sports & Entertainment Partnership), In-Seat Runner

February 2023-Current

- Demonstrated operational efficiency in the prompt delivery of food and beverage services during live sports events
- Collaborated effectively with fellow servers to conduct thorough ID checks, ensuring responsible service of alcoholic beverages in compliance with regulations
- Provided championship-level customer service to enhance the overall fan experience within the venue

Toronto Metropolitan University, Intramural Sports Staff

October 2023-Current

- Proficiently managed the scoring process for university-run intramural sports, ensuring accuracy and efficiency in record-keeping.
- Executed the setup and takedown of equipment, demonstrating keen attention to detail and adherence to safety protocols.
- Supervised all activity spaces to guarantee a secure and conducive environment for sports participation.

De La Salle College "Oaklands", Under 14 & Jr. Ultimate Frisbee Coach

March 2024-May 2024

- Develop and implement comprehensive practice plans tailored to student athletes aged 11-13, focusing on technical skills, tactical understanding, and physical fitness
- Foster a competitive, respectful, and supportive team environment
- Lead the team in regular season tournaments, games and conduct player evaluations and provide feedback for continuous improvement

LEADERSHIP EXPERIENCE

Toronto Metropolitan University Ultimate Frisbee Captain

September 2023 – Current

- Organize and execute all Administrative duties for the Team's Season (Accommodations, Practice Field Permits, Transportation to Tournaments, Registration, Finances)
- Conduct yearly SIF (Student Initiative Fund) presentation and application to earn fundraising for the team
- Demonstrated strong leadership qualities by motivating and inspiring team members to achieve collective goals while facilitating clear and open communication channels within the team