JOVIE VALENZUELA

Game day operations, events, fan experience, partnerships · Summer 2027

joviearia@gmail.com
(272) 201-8105
Kresgeville, Pennsylvania
linkedin.com/in/jovie-valenzuela-a6b986391

Division II catcher who has spent three years running the back end of the biggest camps in softball. **Registration, athlete experience, and $40,000 a year in merchandise.** Game day staff for a Triple-A club. Four years on the event team for professional athletes. Comfortable with elite players, paying parents, sponsors, and a crowd of 10,000, usually in the same afternoon.

EXPERIENCE

Lead Camp Staff
2023 to present

Jen Schro Catching Camps

- Hand-picked three years running as the go-to staffer for **Jen Schroeder**, the top-earning instructor in softball catching development
- Run registration, check-in, scheduling, and athlete experience for three sell-out national camps a year, 100+ campers and families each

Event Staff
2022 to present

Legacy Creators, professional athlete camps and events

- Four years on the event team for six to seven camps a year headlined by **Jocelyn Alo, Jayda Coleman, Kinzie Hansen, Jordy Bahl, and Megan Faraimo**
- Athlete logistics, autograph and photo lines, station rotations, and parent communication for 150+ attendee events

Merchandise Manager
2024 to present

7 Deadly Spins Softball Camps

- Own pricing, inventory, setup, and point of sale for branded apparel at multi-day camp events
- **$40,000+ in annual merchandise sales**; 40+ SKUs with 90%+ sell-through

Game Day Staff
2025 to present

Lehigh Valley IronPigs, Triple-A affiliate of the Philadelphia Phillies

- Game day operations and fan experience for one of the top-drawing franchises in Minor League Baseball; 25+ home games with crowds up to 10,000

SAAC Representative
2025 to present

Student-Athlete Advisory Committee, Commonwealth University Athletics

- One of two representatives for every student-athlete at the university; brings athlete feedback and recommendations to the athletics administration on policies that shape the student-athlete experience
- Advise the softball program's fundraising; $5,000+ raised through team events and sponsor asks

Also: On-camera host and producer of camper interview content for 7 Deadly Spins social media. Softball instructor, 7 Deadly Spins (20+ athletes a week). Front desk, The Hitter's Edge (300+ member facility). Server, Slopeside Pub and Grill.

EDUCATION

B.S., Sport Management
Commonwealth University, Bloomsburg
Expected December 2027

- Dean's List, every semester
- NCAA Division II softball, catcher
- SAAC representative, one of two for all university athletes

RECOGNITION

- Featured by Commonwealth University, ZIPD Business Conference, November 2026
- USA Softball All-American
- All-Region and All-Conference

SKILLS

- Game day and event operations
- Camp and clinic operations
- Merchandise, inventory, point of sale
- Sponsor outreach and fundraising
- On-camera hosting and social content
- Excel and Google Sheets

ONLINE

jovievalenzuela.com

Three sell-out national camps a year. Six to seven pro athlete events a year. $40,000 in annual merch. Twenty-five professional game days. Zero days behind a desk.