

# Kaelin Rives

Lexington, KY | 618-593-1521 | kaelin.rives@determinedsm.com | LinkedIn – Kaelin Rives

## EDUCATION

### University of Kentucky

Lexington, KY

*Bachelor of Business Administration in Management & Marketing*, GPA: 3.4

May 2025

- Relevant Coursework: Sales Management, Marketing Research, Human Research Management

## PROFESSIONAL EXPERIENCE

### DTS Sports & Entertainment

St. Louis, MO

*CEO & Founder*

November 2023 – Present

- Spearhead overall business strategy, vision, and growth initiatives for the agency, ensuring alignment with industry trends and athlete needs in the rapidly evolving NIL market.
- Establish and maintain key partnerships with athletes, brands, and organizations, leveraging a deep understanding of sports marketing, legal framework, and ethical practices to drive successful and sustainable client outcomes.

### Brainbox Immersive Marketing

Lexington, KY

*Sales and Marketing Intern*

February 2022 – March 2024

- Gained experience researching industry trends, competitor strategies, and consumer behavior to inform marketing decisions.
- Created various types of marketing materials, such as blog posts, social media updates, email campaigns, and advertising copy.

### Athlete Advantage

Lexington, KY

*Sports Agent & Recruiter*

November 2022 – August 2023

- Developed skills in identifying target audiences, developing marketing strategies, and executing campaigns across various channels.
- Progressed in contract negotiation and management, as well as the ability to build and maintain long-term relationships with clients and partners.

## CAMPUS AND COMMUNITY LEADERSHIP

### Kappa Alpha Psi Fraternity Inc.

Lexington, KY

*Keeper of Exchequer*

January 2024 – Present

- Managed fiscal and corporate records for Kappa Tau Chapter of Kappa Alpha Psi, ensuring accuracy and compliance with financial regulations.
- Oversaw the care and custody of all chapter funds, implementing effective financial management strategies to support organizational goals.

### UK Gatton College of Business Ambassador

Lexington, KY

*GA Student Member*

August 2021– August 2023

- Developing leadership skills through cooperative meetings and conferences.
- Involved in unique activities such as visits to local companies, networking events with business and local entrepreneurs, and special interactions with faculty and staff.

## ADDITIONAL INFORMATION

- **Technical/Software Skills:** Proficient with using Microsoft Office, Canva, ZoomInfo, Zoho, Winmo, Airtable, CRM Software, Google Applications, familiar and efficient with social media
- **Certifications/Awards:** Selected for membership to Gatton's Business Enterprise LLP, Executive board member in UK HR Club, UK College of Business Connect First Peer Mentor.
- **Interests:** Business, Sports, Leadership