

Kaelin Rives

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EDUCATION

University of Kentucky Lexington, KY

Bachelor of Business Administration in Management & Marketing, GPA: 3.6 May 2025

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

Georgetown University Washington, D.C.

Masters in Sports Industry Management, GPA: 3.8 May 2027

- Relevant Coursework: Applied Ethics in Sports, Sports Leadership & Management

PROFESSIONAL EXPERIENCE

Washington Nationals Washington, DC

Account Executive Membership Sales January 2026 – Present

- Generate new business through outbound sales, consistently ranking among top performers on the Inside Sales team while driving revenue across season plans, group tickets, and premium seating.
- Manage a high volume sales pipeline via calls, meetings, and stadium tours, maintaining CRM records and ensuring a quality client experience from prospecting to post sale.

NCAA March Madness East Regional Washington, DC

Game Management Team Operations February 2026 – March 2026

- Supported execution of the East Regional Finals by coordinating team and staff credentialing, managing check in operations, and ensuring communication across teams, event staff, and security to maintain efficient gameday logistics.
- Assisted in the planning and on site execution of tournament operations, while interfacing with high profile student athletes, coaches, and team personnel in a fast paced environment.

DTS Sports & Entertainment St. Louis, MO

CEO & Founder November 2023 – January 2026

- 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.

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 – May 2025

- 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.