

Teal Lucas

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EDUCATION

University of Wisconsin-Madison | Madison, WI

September 2023 - Present

Bachelor of Business Administration

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

EXPERIENCE

Premier Athlete Agency | San Diego, CA

May 2025 – August 2025

Football Marketing Intern

- Drove athlete brand outreach and personally pitched 90 brands; part of an internship team that secured over 50 brand deals for clients.
- Developed new client prospect lists, targeting high-major NCAA Division 1 football programs, tailoring which prospects were the best fit to expand agency outreach and pipeline.
- Designed community outreach initiatives for NFL clients, designing event concepts that engaged athletes with their local communities and fans, with a goal being to generate positive earned media.

University of Wisconsin Football | Madison, WI

January 2024 – May 2024

Student Manager | Football Operations Department

- Assisted coaching staff with daily practice setup and breakdown to ensure smooth execution of drills for over 100 athletes and over 50 senior staff members.
- Supported sideline operations, maintaining focus in a high-pressure environment.
- Built trust and rapport with Power Four Division 1 athletes and a team of 15 student managers, honing my communication and networking skills in the sports industry.

Sand Valley Golf Resort | Nekoosa, WI

May 2023 – August 2025

Professional Caddie

- Assisted golfers with navigation of the course, shot, and club recommendations.
- Interacted with high profile clients and kept them focused despite adversity of a challenging course.
- Kept confidentiality of clients and course founders at all times.

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, coordinated, and executed 7 social events per semester to foster member engagement, strengthen professional networks, and enhance student-led organizational culture.
- Built and maintained relationships with local businesses to foster partnerships for the bettering of our organization and the community.
- Actively participate in the planning and execution of outreach initiatives with the purpose of raising money for charitable organizations.

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.
- Partook in DEI (Diversity, Equity, and Inclusion) events applicable to legal studies, enhancing the comprehension of this important topic.

Sports Business Club | UW-Madison | Madison, WI

September 2023 – Present

General Member

- Utilize club-sponsored workshops to gain valuable experience in realm of sports business.

Awards & INTERESTS

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

Interests: Football Statistics, European Travel, Skiing, Fly Fishing, CrossFit, Watches, *The Office*