

# Kyle Lundberg

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## Education

Skidmore College, Saratoga Springs, NY

Anticipated Graduation: May 2026

Bachelor of Science in Management and Business

## Relevant Coursework

### **Brand and Market Communications**

September 2024-Present

- Worked directly for the owner of Saratoga Peanut Butter Company to develop two new brand strategies, one focused on its health benefits and the other centered around the quality and care put into making each jar.
- Designed these strategies to follow market trends and appeal to middle to upper class millennials.

### **Introduction to Business and Organization Management**

January 2023-May 2023

- Co-wrote a five-year business plan to increase lululemon's sales by 1 billion dollars over the projected baseline level in 2027, while maintaining lululemon's historical operating profit margin of ~19%.
- Spearheaded the financial projections to support our strategic recommendation of implementing a line of equestrian clothing throughout the United States at specific retailers and online.

### **Other notable courses:**

AI Powered Selling and Sales, Intro to Marketing, and Intro to Public Relations.

## Sports Business Experience

### **Volunteer Assistant: CAA Hockey Prospect Camp, CAA**

June 2024

- Prepared the rink and locker rooms multiple times a day, organizing equipment, doing laundry, and arranging food and hydration to ensure the best experience for 52 of the world's top-ranked junior hockey players.
- Worked alongside professionals in the CAA hockey department, gaining insights into the sports agency business by observing client management and player development strategies.

## Leadership Experience

### **Captain, Skidmore Men's Tennis Team**

January 2023-Present

- Lead by example on and off the court, maintaining high standards of sportsmanship, discipline, and accountability, inspiring teammates to follow suit.
- Successfully manage a demanding academic courseload alongside a rigorous tennis schedule, including training, travel, and competitions, by employing time management and organizational strategies.

### **Member, Student-Athlete Advisory Committee**

September 2023-Present

- Partnered with a local yoga studio to secure discounted classes for students, offering an outlet to relieve stress and enhance mental health.
- Represent the Men's tennis team to enhance the overall student-athlete experience and promote athletics throughout the Skidmore and local community.

## Skills

- Chat GPT, Custom GPT's (Advanced), Perplexity AI (Advanced)
- Microsoft PowerPoint, Google Slides, Canva