

RISHAB SAINI

Sports Business Professional | MBA Candidate — Business Analytics | Delaware, USA

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PROFESSIONAL SUMMARY

Sports business professional combining 15+ years of elite competitive cricket with an MBA in Business Analytics (in progress) and an MS in Entertainment Business & Sports Management (Valedictorian, GPA 3.98 — Full Sail University, 2024–2025). Red Bull Campus Cricket All India Champion 2020. Seeking roles in global sponsorship, sports marketing, and commercial strategy.

KEY ACHIEVEMENT

Red Bull Campus Cricket India Champion 2020 — DAV College Jalandhar defeated SSJSC Jaipur by 8 runs in the National Final at Ekana Cricket Stadium, Lucknow. Qualified to represent India in the Red Bull Campus Cricket World Championship.

EXPERIENCE

MBA — Business Analytics

2024 – Present

Graduate Student · Delaware

- Applying analytics to sports contexts — sponsorship valuation modeling, fan revenue analysis, and commercial strategy
- Building Tableau, Power BI, Python, and R for data-driven sports business decisions

Analytics · Finance · Strategy · Data Science

Full Sail University — Winter Park, FL

2024 – 2025

Valedictorian · GPA 3.98 · MS Entertainment Business & Sports Management

- Graduated top of class — Nike sponsorship proposal, F1 market research, Red Bull brand audit, cricket business strategy, 12+ commercial projects
- Built deep expertise in sports sponsorship, brand strategy, financial modeling, and commercial frameworks

Valedictorian · Nike Research · F1 Strategy · Sponsorship

WWE NXT — Orlando, FL

2024 – 2025

Ticket Coordinator Volunteer

- Coordinated ticketing for live NXT events — direct exposure to professional sports entertainment event management at world-class scale

Live Events · Operations · Volunteer

Pankaj Manufacturers — India

2020 – 2023

Marketing & Sponsorship Manager · Sports Goods

- Designed campaigns targeting regional cricket events — negotiated sponsorship deals with influential cricketers across Punjab

Sports Marketing · Sponsorship · B2B Sales · Campaigns

Elite Cricket — Punjab State Representative

2009 – Present

Competitive Player · India

- Punjab State representative 2012–2021 — U-16 All India, U-19 Nationals, Red Bull India Champion, World Championship Qualifier

Punjab State · Red Bull Champion · National Level · DAV College

EDUCATION

MBA — Business Analytics

2024 – Oct 2027

Delaware, USA

Full Sail University — Winter Park, Florida

2024 – 2025

MS Entertainment Business & Sports Management | GPA 3.98 | Valedictorian

Bachelor of Arts

2020

India

SKILLS & COMPETENCIES

Commercial & Marketing

- Sports Marketing & Branding
- Sponsorship Strategy
- Brand Partnerships
- Fan Engagement Strategy
- Commercial Strategy

Analytics & Technology

- Sports Analytics
- Tableau · Power BI
- Python · R · Excel
- HubSpot · Google Analytics
- AI Tools (Claude, ChatGPT)

Industry & Communication

- Cricket Market Expertise
- Event Operations
- Public Speaking
- Hindi · Punjabi · English
- PowerPoint & Presentations

CERTIFICATIONS

How to Win at the Sport of Business

LinkedIn Learning

Nano Tips for Using ChatGPT for Marketers

LinkedIn Learning · Ross Simmonds

The Data Science of Sports Management

LinkedIn Learning