

# Sonny Santiago

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## Skills

- Project Management
- Event Management
- Data tools proficiency
- Customer Service
- Team Collaboration
- Highly Motivated
- Adapts easily to change
- Flexible

## Experience

Intern, LAUNCH CHAPEL HILL, August 2025-Current  
Chapel Hill, NC

- Facilitate Student Athlete Speaker Series, a program that provided mentorship and educational resources to help student athletes navigate career transitions
- Promote and build student start-up accelerator program that we provide in the summer
- Market Launch Chapel Hill events, and University of Chapel Hill club meetings to drive economic aspirations
- Serve students and members of the triangle community with support of their start-up companies
- Assist with event planning, support and execution of virtual and in-person engagements.

Volunteer Wrestling Coach, UNIVERSITY OF NORTH CAROLINA, August 2025-Current  
Chapel Hill, NC

- Mentor student athletes through my experience as a Carolina athlete to improve their social, academic, or athletic experience
- Share technical expertise from 17 years of wrestling expertise to a diverse group of athletes
- Encourage students athletes to put forth maximum effort and discipline to reach their full potential here at North Carolina

Support Staff, HAWTHORNE & WOOD, June 2025-Current  
Chapel Hill, NC

- Delivered fast service, enhancing productivity for front of house team
- Maintain exceptional service to Hawthorne & Wood customers
- Anticipated front of house team needs and resolved issues swiftly to maintain service quality
- Monitored supplies to ensure stock availability for daily operations and events

Intern, UNC EVENT MANAGEMENT, May 2024-August 2024  
Chapel Hill, NC

- Coordinated event operations for Division I events, ensuring seamless execution through hands-on support
- Assisted in 200 hours of D1 events, ACC championships, and NCAA tournaments
- Collaborated with managers to uphold operational standards, enhancing event quality
- Provided exceptional customer service to fans, improving overall event experience

Cashier/ General Merchandise, UNC STUDENT STORES, June 2022-June 2023  
Chapel Hill, NC

- Executed customer transactions swiftly to maintain service flow in a fast-paced retail setting
- Created and arranged merchandise displays to improve product visibility and drive sales
- Delivered friendly, helpful service to improve overall customer satisfaction

- Assisted customers with product inquiries and store navigation.
- Provided support during inventory counts and restocked merchandise.

## **Education**

### **Masters of Educational Innovation**

Technology, and Entrepreneurship, University of North Carolina at Chapel Hill, Chapel Hill NC Expected in August 2026

- Iron Ram Award 2025
- ACC Honors List 2025
- Partnered with Mark Cuban Foundation for AI Rubrics for teachers

### **Bachelors of Sports Administration**

University of North Carolina at Chapel Hill, Chapel Hill NC May 2024

- ACC Honors List 2021
- Full Athletic Scholarship
- Won group sales challenge with an overall revenue of \$13,266

### **High School Diploma**

St. John Bosco, Bellflower CA May 2020

- 3x scholar athlete 2016-2019
- Honor Roll 2018
- GPA: 4.0

## **Extracurricular Activities**

Member, Puerto Rican Senior National Wrestling Team, 2023, 2025 Participant, Richard A. Baddour Carolina Veterans Leadership Academy, 2024, 2025 Member, Student Athlete Advisory Committee (SAAC), 2024, 2025 Member, University of North Carolina Wrestling Team, 2020, 2025, 2x D1 NCAA tournament qualifier