

Ben E. Lorber

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EDUCATION

New York University

New York, New York

B.S. in Sport Management | Summa Cum Laude | GPA: 3.96/4.00

Graduated May 2025

- **Sports Business Society (SBS) Club** | member from 2021-2025 and led our speaker / alumni series
- **Consultative Research:** Authored a paper proposing an NBA mid-season tournament to boost fan engagement and in-game competition (2021); concept adopted league-wide in 2023-24
- **NYU Paris:** International Studies Program (2023)

EXPERIENCE

Barstool Sports

Remote

Data Coordinator

Oct 2025 – Present

- Produce weekly content tagging and KPI reporting across three flagship podcasts (Pardon My Take, Spittin' Chiclets, Wake Up Barstool), synthesizing audience engagement, impression, and content performance metrics to translate data insights into actionable partnership deliverables and end-of-cycle recaps.

Anvara

New York, New York

Intern, Sports Partnerships

Mar – Aug 2025

- Prospected and qualified 200+ partnership leads per week through a structured outreach workflow, directly contributing to the onboarding of 4 key brand accounts including Liquid Death, MyProtein, Lucky Energy, and Giant Eagle.
- Led product demonstrations for 100 prospective brand and property partners, walking stakeholders through platform strategy, buyer/seller functionality, and value proposition to drive adoption.

Converse

New York, New York

Intern, Marketing

Jan – May 2025

- Developed activation concepts and coordinated cross-functional deliverables for Converse's 'Love Chuck' NYC summer campaign, aimed at supporting a 30% sales growth target among 18–24-year-old consumers.

Group SJR (a WPP Company)

New York, New York

Intern, Client Services

Jun – Aug 2024

- Supported account teams across Spotify, ExxonMobil, Marriott Bonvoy, and NBCUniversal, contributing to RFP ideation, scope development, and newsletter deliverables.
- Managed daily publishing and community engagement across 10+ NBCUniversal E! social platforms, including real-time coverage of 2024 Olympic tentpole moments and talent accounts.

FOX Sports

New York, New York

Intern, Brand Strategy

Sep – Dec 2022

- Created a “rebrand” campaign for FOX Sports’ Spring Football League (USFL), aimed at growing online followers by 3x and driving fan and community engagement for the upcoming 2023 season.

New York Islanders

New York, New York

Intern, Digital Marketing

Jun – Aug 2022

- Analyzed our AHL affiliate (Bridgeport Islanders) fan user data to identify highest times for engagement, informing our content launch strategy and increasing engagement on “priority” posts by >50%.
- Built an influencer marketing business plan for the 2022-23 season outlining a strategy to grow group ticket sales and merchandise revenue by 1.5x year-over-year.

SKILLS & INTERESTS

- Tech: Microsoft Office Suite, Salesforce, Claude Code, Clay, Canva, CapCut, Sprout Social, Google Analytics
- Language: English (native), French (beginner)
- Volunteer: Street Soccer USA, Earl Monroe New Renaissance School, Lynne Cohen Foundation
- Other: Amateur Chef, Fantasy Sports Enthusiast