

## DANAI GKOGKOSI

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### EDUCATION

**University of North Carolina Asheville**, Asheville, NC

Expected Graduation: May 2027

Bachelor in Mass Communication and Business

GPA: 3.85

### WORK EXPERIENCE

**UNC Asheville Athletic Marketing Team Member**, Asheville NC

January 2024 - April 2024

- Organized and managed basketball game promotions to enhance audience engagement
- Brainstormed and executed entertainment idea for game breaks to improve fan experience

**UNC Asheville Athletics Videography & Social Media Intern**, Asheville NC

January 2025 - May 2025

- Created engaging video and social media content for the athletic department
- Increased social media engagement by 20% through targeted campaigns
- Captured and edited game highlights, athlete interviews, and promotional material
- Managed social media engagement and contributed to digital marketing strategies

**Lifeguard (UNC Asheville)**, Asheville NC

January 2025 - May 2025

- Ensured the safety of swimmers by monitoring pool activities and enforcing safety rolls
- Provided emergency response and first aid when needed
- Taught water safety practices and assisted with swim instruction

### VOLUNTEER EXPERIENCE

**UNCA Campus Recreation YSL Swim Lessons**, Asheville NC

March 2024 - April 2024

- Led structured swim lessons

**UNCA Blood Drive**, Asheville NC

April 2025

- Directed people where to go, welcomed them, and provided comfort during their donation process

**North Carolina Community Hurricane Helene Relief Efforts**, Asheville NC

November 2024

- Assisted in donation drives and helped distribute resources to those affected

### LEADERSHIP & ATHLETIC EXPERIENCE

**UNC Asheville Swim Team**, Asheville NC

September 2023 - Present

Division 1 Student Athlete

- Dedicated 20+ hours each week to training while balancing work of a full-time student
- Learned how to receive feedback
- Developed leadership skills

**Former Member of the Greek National Swimming Team**, Athens Greece

January 2018 - May 2024

### PUBLICATIONS

**Published articles for *The Blue Banner***, UNC Asheville's student website

October 2024 - Present

**Why Asheville Student Athlete videos**, Youtube

Summer 2025

### SKILLS

**Proficient Languages:** Greek, English

**Videography:** Adobe Premiere Pro, IMovies

**Certifications:** Stukent personal branding certified, lifeguard certified

**General skills:** Recruiting, Team building, Project Management, Event planning