

LUKE CHEUNG

New York, NY | (857) 588-2488 | lc4981@nyu.edu |

EDUCATION

New York University, Tisch Institute for Global Sport, New York, NY December 2025
BS in Sports Management, minor in Business of Entertainment, Media, and Technology
Overall GPA: 4.00; Major GPA: 4.00 Honors: Dean's List 2022

EXPERIENCE

Shore Team Operations Intern, Mubadala x Sail GP Inspire, Abu Dhabi, UAE January 2024

Events & Operations Intern, Street Soccer USA, New York, NY September 2023 – Present

- Consolidated over 500 photos across 12 events to design promotional campaigns for the organization to display
- Assisted in instructing professional development and employment classes to a cohort of 35 adults from marginalized communities
- Helped organize annual Times Square Soccer tournament partnering with Borussia Dortmund to host over 20 teams and 350 participants and volunteers

Coffee Shop Attendant, Cafe by the Girls, New York, NY October 2022 – May 2023

- Operated as cash register attendant and barista in a fast-paced, team-oriented environment to assist in handling customer service and coffee brewing efforts serving over 120 customers daily
- Managed and supervised facility needs for the site during 10-hour shifts between opening and closing hours
- Facilitated renegotiations of supplier contracts with respective vendors and partners to reduce operational costs by \$1,500 annually and helping launch expansionary efforts into additional locations

Tutor, Self-Employed, Shanghai, CN March 2022 – August 2022

- Instructed and mentored English and AP Economics course material through personally designed lesson plans
- Organized weekly schedules to accommodate three students and their respective needs

Digital Marketing Intern, BodyVStore Limited, Hong Kong, HK SAR April 2021 – June 2022

- Drafted company key performance indicators helping reduce overhead costs by \$450 a month through budget forecasts and growth projections
- Collaborated with company executives to establish mission statements coinciding with the advancement of digital marketing platforms
- Directed design efforts to create a fully functional website from scratch to streamline business to consumer transactions
- Guided translations of company services between Mandarin and English to refine clientele analysis and to support distribution channels

LEADERSHIP ACTIVITIES

Vice President, NYU Sports Business Society April 2023 – Present

- Spearheaded bi-weekly meetings to help design and organize school-wide events and spirit weeks for a team of over 50 members
- Networked and partnered with professional sports franchises to host informative seminars and events

Founder/Board Member, Youth Spotlight January 2020 – June 2022

- Facilitated fundraising efforts to arrange annual sports clinics for over 200 students in underprivileged communities across China
- Coordinated interactive team-building activities dedicated to reducing stress and raising awareness for systemic inequalities and stigmas pertaining to mental health within Asian communities

SKILLS

- **Computer:** Advanced proficiency in Microsoft Office, Google Drive proficient, highly adept with social media, Adobe Premier and Final Cut Pro, knowledgeable with JavaScript and Python
- **Language:** Fluent in English; Business conversational in Mandarin