

# Trent A. Ross

## Education

University of West Georgia Anticipated Completion 2023  
Doctor of Education in Higher Education Administration (Candidate)  
College of Education-Carrollton, GA

University of West Georgia December 2009  
Master of Business Administration-Management  
Richards College of Business-Carrollton, GA

University of West Georgia August 2008  
Bachelor of Science-Sport Management, Marketing Minor  
College of Education-Carrollton, GA

## Professional Experience

January 2023-Present University of West Georgia Carrollton, GA  
**Clinical Assistant Professor of Sport Management**

December 2021-January 2023 University of West Georgia Carrollton, GA  
**Deputy Athletic Director**

### Day-to-day Responsibilities

- Assist the Director of Athletics in the department's overall management, supervision, and leadership.
- Advise the Director of Athletics on numerous fronts, including but not limited to long-range/strategic planning initiatives, departmental policies/procedures development and execution, resource planning, allocation, management, and personnel matters within the department.
- Oversee the Department of Intercollegiate Athletics in the absence of the Director.
- Plan, develop, administer, and evaluate areas of responsibility and conduct regular personnel evaluations.
- Directly supervise offices and personnel who manage the following functions: Athletics Communication, Athletics Events, Athletics Facilities, and Community Engagement.
- Supervise coaches and the day-to-day management of assigned varsity teams in alignment with department sport supervisor expectations (Men's Basketball, Women's Basketball, Women's Soccer, Softball).

### Achievements

- Led multiple successful head coach searches.
- Designed and implemented new game-day experience elements that included a new tailgate lot with reservable spaces with tents, tables, and chairs, plus an LED television wall, a live DJ, reservable tailgate games, food trucks, and fan appreciation giveaways.
- Partnered with the Atlanta Braves to secure a stop on the World Series trophy tour and coordinate a game day appearance by their mascot, Blooper.
- Executed several successful youth and community events for fall and spring sports.
- Contracted and facilitated two high school state championships for e-sports and a stop on the Harlem Globetrotters World Tour.
- Coordinated master planning activities for athletic venue enhancements, new construction, and renovations.



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## **Professional Experience Continued**

September 2012-September 2013      UWG The Coliseum      Carrollton, GA

### **Assistant Director of Business Operations**

- Responsible for developing, analyzing, reconciling, and managing departmental operating budgets, including E&G accounts, Departmental Sales and Services accounts, and Foundation accounts.
- Responsible for the development, monitoring, managing, and reconciling of all revenue accounts. Provided monthly reconciliations and reports using queries and reports generated through PeopleSoft Financials and a departmental tracking system.
- Performed internal/external billing by compiling all bills from university partners and outside sources and generating one all-inclusive invoice for clients. Trained staff on university cash handling policies for all in-person deposits.
- Facilitated departmental human resource management: position development and approval, personnel action requests, search and hiring, and proficiency in travel and reimbursement policies.
- Supervised Guest Services operation and managed all associated student personnel, including semester refresher training and professional development opportunities.
- Conducted all departmental purchases. Responsible for the creation and submission of requisitions in PeopleSoft eProcurement, preparing and reconciling P-Card statements, preparing and reconciling Check Requests, preparing and reconciling petty-cash forms, reimbursement for all expenses from the foundation account, creating bid sheets for purchases required to go to bid, and negotiating contracts and pricing with vendors for their products and services.

October 2010-September 2012      UWG University Recreation      Carrollton, GA

### **Coordinator of Training & Development**

- Responsible for recruiting, hiring, training, supervising, evaluating, and scheduling over 60 employees that operated the University's Campus Center.
- Conducted required CPR and First Aid training for student personnel.
- Performed Emergency Action Plan training for all student managers.
- Handled all disciplinary issues and terminations of the student team.
- Prepared facility work schedules for all student team members, ensuring facility coverage for 103.5 operating hours per week.

July 2009-October 2010      UWG Campus Center      Carrollton, GA

### **Facility Coordinator**

- Responsible for supervising evening building operations, ensuring customer service issues were handled promptly and courteously.
- Responsible for developing and coordinating programs, events, and services in the Campus Center.
- Managed Campus Center administrative budgets and business plans.
- Developed a training program for our student employees focused on customer service.
- Indirectly supervised over 80 student employees operating the facility, setting up for large events, and conducting programming.
- Ensured that facility reservations ran smoothly and that building policies were enforced.

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## Experience Continued

August 2008-July 2009 UWG Campus Center Carrollton, GA

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### **Graduate Assistant**

- Responsible for the Weekends West Georgia programming: 14 major events for the student body that achieved over 3,000 attendees.
- Created all event marketing and implemented the promotion of weekend programming.
- Managed the \$44,000 Weekends West Georgia budget; supervised over 20 students that facilitated and set up for events.
- Personally booked and scheduled entertainment all weekend programming.
- Negotiated contracts for programming, supplies, and food/beverage.

May 2008-August 2008 UWG Campus Center Carrollton, GA

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### **Intern**

- Responsible for assisting the Assistant Director of Operations with the daily operations of the facility.
- Supervised over 20 student employees, developed work schedules and trained and managed student employees in customer service, facility, and operation aspects of job assignments.
- Planned, scheduled, and managed student workers in the setup and breakdown of all events held in the Campus Center ballroom and gymnasium.
- Assisted with Alarm Monitoring, Lenel, R25, Banner, Peoplesoft, facility scheduling, development of policies and procedures, budgeting, and crisis management.

May 2008-August 2008 UWG Athletics Department Carrollton, GA

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### **Intern**

- Worked with the Assistant Athletic Director of Development and Operations to create a desirable and safe atmosphere for NCAA athletic competitions.
- Developed game day policies and procedures for West Georgia athletics.
- Created in-game promotion plans that met the contractual obligations of corporate sponsors.

July 2007-May 2008 UWG Campus Center Carrollton, GA

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### **Event Supervisor**

- Routinely managed student workers on the production crew.
- Assisted in the setup and breakdown of all events held in the Campus Center and the Gymnasium.
- Facilitated large events for the campus and community daily.

February 2007-May 2007 UWG Athletics Department Carrollton, GA

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### **Marketing and Promotional Assistant**

- Worked with the Associate Athletic Director to plan, coordinate, and perform promotional events for the University of West Georgia Basketball home games.
- Designed and distributed promotional flyers for home basketball games.
- Worked closely with corporate sponsors to coordinate giveaways and develop unique advertising campaigns.

