

Brady Goka

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EDUCATION

Bachelor of Science in Commerce and Business Administration, May 2022

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Management Specialization: Human Resources

GPA: 3.14/4.0 Major GPA: 3.08/4.0 (*List GPAs if 3.0 or above*)

RELEVANT COURSE WORK

Into Sport and Entertainment Marketing (Fall 2017), **Sport and Entertainment Marketing** (Fall 2018), **Public Relations & Communications in S&E** (Spring 2018)

PROJECT WORK

Post Season Offensive Autopsy, Spring 2021

Offseason Project, Alabama Men's Basketball, Tuscaloosa, AL

- Charted every shot Gonzaga (most efficient offensive team) took during the 2020-2021 season and compared to our own shots from the same season
- Collaborated with Head Coach Nate Oats, Director of Analytics, and Video Coordinator to compose of a presentation using multiple software including *SportsCode* and *PowerPoint*, while diving into the analytics
- Presented the information to the entire coaching staff while showing where we as a team could improve
- The coaching staff then introduced a new scoring system to encourage certain types of shots with the common goal of becoming more efficient as a whole

RELEVANT WORK EXPERIENCE

Student Manager, August 2020 – Present

Alabama Men's Basketball, Tuscaloosa, AL

- Breakdown opponent scouts on the defensive side of the ball under the direction of Former NBA Coach, Charlie Henry.
- Founding member in the team's first analytical department in program history
- Reinvented the Analytical Analysis of the team by creating reports consisting of: Shot Type, Turnover, Pick and Roll, and Post Game Analysis, that Coach Nate Oats has integrated into his program's self-analysis
- Directed on court activities such as drills, manager duties during practice, and ran individual skill workouts with players

ADDITIONAL EXPERIENCE

Statistician, May 2019 – September 2019

Great Lakes Loons, *Minor League Baseball*, Midland, MI

- Pressured live in game stat taking
- Constant communication with league offices during pregame, during game, and post-game
- Experience dealing with conflict between team managers, coaches, and players who would challenge a statistician ruling.

LEADERSHIP EXPERIENCE

Head Coach, December 2018 – March 2019

Eighth Grade Boys Basketball, Reese High School, Reese, MI

- Leading efficient practices for a team that consisted of 18 eighth grade boys
- Creating standards in academics in coordination with the student athlete's parents and teachers, allowing them to play
- Disciplinarian for the student athletes when actions were needed

HONORS & ACTIVITIES

Recipient of Lawrence (Ty) Field End Scholarship

Member of staff for the 2020-2021 SEC Champion & SEC Tournament Champion Alabama Men's Basketball Team

Former Co-Head Manager, Michigan State Women's Basketball

VOLUNTEER SERVICE

Capital One Orange Bowl Committee, 2017

Summer Basketball Camp Director, Reese, MI

COMPUTER SKILLS

Microsoft Office Suite, Adobe Photoshop, SportsCode, Synergy Sports, JustPlay Sports Solutions