

Emmy Skogstad

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Sports industry professional with experience leading community impact initiatives, nonprofit partnerships, athlete engagement, and event execution across professional sports. Passionate about building relationships, strengthening communities, and creating meaningful experiences that advance organizational goals.

Experience

Community Affairs Intern | Pittsburgh Pirates | Pittsburgh, PA | May 2026 – Present

- Support Pirates Charities through youth programs, nonprofit partnerships, charitable initiatives, player appearances, and game-day community activations.
- Coordinate event logistics, stakeholder communications, volunteer engagement, and program execution while representing the organization throughout the community.
- Assist with community impact reporting, nonprofit partner communications, and outreach initiatives that strengthen community partnerships.

Head of Community Impact & Athlete Engagement | Premier Athlete Agency | Remote | December 2025 – May 2026

- Led community impact initiatives and athlete engagement for NFL and elite collegiate athletes, managing nonprofit partnerships, charitable programs, and community events.
- Collaborated with executive leadership and brand partners to execute sponsorship activations, athlete-driven campaigns, partnership deliverables, and community programming.

Sports Marketing Intern | Premier Athlete Agency | Remote | June 2025 – December 2025

- Developed and pitched brand partnership opportunities for NFL athletes, aligning sponsorship strategy, content integration, and athlete brand positioning.
- Supported partnership meetings, athlete communications, and sponsorship negotiations while gaining hands-on experience with partnership execution.

Community Relations Intern | Wausau Woodchucks Baseball & Ignite Softball | Wausau, WI | June 2025 – August 2025

- Coordinated youth baseball and softball camps serving 600+ children while supporting fundraising events, mascot appearances, and community outreach initiatives.
- Represented both organizations at more than 40 games and community events, strengthening fan engagement and relationships with local nonprofit and community partners.

Education

University of Wisconsin–Madison — M.S., Sports Leadership (Online) | Expected May 2028

University of Wisconsin–Madison — B.S., Consumer Behavior & Marketplace Studies | May 2026

Certificates: Business, Sports Communication, Entrepreneurship

University of Wisconsin–Green Bay — A.A.S., Liberal Studies (Business Concentration), Honors | May 2024

Leadership & Involvement

American Marketing Association (AMA) — Sales & Sponsorship Committee; Media Marketing Committee

Alpha Chi Omega — Alumni Committee Chair; Philanthropy (DAIS)

Humorology, UW–Madison — Philanthropy Participant

Core Competencies

Community Relations • Community Impact • Community Programming • Event Management • Stakeholder Engagement • Relationship Management • Athlete Relations • Sponsorship Activation • Nonprofit Partnerships • Event Logistics • Canva • Adobe Creative Suite • Microsoft Office • Google Analytics