

Dan Basta
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Professional Experience

Western Kentucky University, Bowling Green, Kentucky, July 2026 – Present

- *Instructor, Sport Management*
 - Deliver instruction in key areas such as sport leadership, governance, marketing, legal aspects, ethics, and event/venue management
 - Support undergraduate degree requirements, mentor students, and help coordinate experiential learning or internship placements when assigned
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Western Kentucky University, Bowling Green, Kentucky, June 2023 – Present

- *Program Specialist, Lifelong Learning*
 - Certify new continuing education courses for WKU
 - Assist in organizing, planning, and budget process of Summer Camps with various entities at WKU including Python Coding Bootcamp (SEAS), Hilltopper Summer Music Camp (Department of Music), Camp CARE (SONAH), and Sport Science Camp (KRS)
 - Coordinate and facilitate registration of workshops for Counseling & Student Affairs that are sponsored through a grant from the Health Resources and Services Administration (HRSA) Behavioral Health Workforce Education and Training (BHWET) program
 - Coordinate and facilitate registration of Communication Sciences & Disorders workshops including the WKU CSD Summer Supervisor Workshop and South Central Kentucky SLP Network Workshop
 - Assist in management of relationships with continuing education providers including Promineo Tech, ProTrain, and Ed2Go
 - Assist in management of relationship with continuing education programs including ArmyIgnitED, MyCAA, and Vocational Rehabilitation
 - Create marketing materials for summer camps and continuing education course offerings
 - Serve as WKU's Continuing Education Administrator for the American Speech-Language-Hearing Association (ASHA)
 - Assist with planning events for Tomorrow's Leaders Program, which is organized in partnership with WKU Continuing Professional Development, Franklin Simpson High School, and Franklin Bank and Trust as a financial partner.

Red Ventures, Fort Mill, South Carolina, September 2017 – April 2023

- *Project Manager*
 - Managed products for a variety of Service Providers including Spectrum, Verizon, WOW Communications, HughesNet, Altice, DISH Network, and more
 - Maintained product and promotional offerings for my Service Providers in Allconnect's Customer Relationship Management (CRM) platform, Concert, and Digital Website platform, Harbinger
 - Managed enhancements of Concert and Harbinger by collaborating with Developers, Quality Assurance, Account Managers, and Sales Professionals
 - Created and delivered presentations regarding system and order flow updates to Service Providers, Developers, Project Managers and Coordinators, Sales Leadership, and Sales Professionals.
 - Created and sent training updates regarding new order flow, Concert enhancements, and product and promotional changes to Sales Professionals

- Performed monthly audits of product sales flows for my Service Providers in Concert to ensure accuracy and efficiency
- Changed how Verizon offers were displayed in Concert to an easier format for Sales Professionals to understand
- Launched Spectrum Mobile product in Concert
- Launched products for Viasat, a Satellite Internet provider, in Concert
- Managed implementation of Spectrum's integration in Concert
- Managed implementation of HughesNet's service catalogue API launch in Concert
- Maintained revenue document for my Service Provider products
- Maintained file that contained provider and product suppression rules for Concert
- Managed project that created a new process for processing monthly payment files sent by Service Providers

Allconnect, Atlanta, Georgia, August 2006 – September 2017

- *Senior Product Data Analyst*
 - Managed product and promotional offerings for a variety of Service Providers in Allconnect's proprietary CRM platform, Accord
 - Launched products for Service Providers including Cox Communications, Time Warner Cable, Bright House Networks, RCN Cable Systems, and Comcast in Accord
 - Successfully co-managed and executed product details data project overseeing a team of three product analysts and two contract resources moving product specific details data from one database platform to another
- *New Hire Trainer*
 - Trained new Sales Professionals on the variety of products and services offered by Allconnect
 - Worked with Training Manager to develop content for training curriculum
 - Developed material for, and delivered, Saturday training sessions that introduced Sales Professionals to new products, as well as refreshed on existing products, in Accord
 - Worked with Call Center to ensure Sales Professionals stayed updated on training practices
- *Training Developer*
 - Developed sales and customer service training materials for New Hire and product refresher training

Resort Condominiums International (RCI), Indianapolis, Indiana, March 1997 - August 2003

- *Call Center Trainer*
 - Trained and mentored new RCI Guides for positions within RCI
 - Created and revised training materials to ensure accuracy
 - Enhanced sales skills of trainees through presentations and role plays
 - Supervised New Hire Coaches during each training class
 - Promoted to full-time Trainer, June 2002
 - Promoted to On-Loan Trainer based on performance as New Hire Coach/Mentor, July 1998
 - Selected to New Hire Coaching pool because of performance on sales floor, January 1998
- *Vacation Marketing Representative*
 - Phone sales of RCI timeshare exchanges and memberships
 - Assisted members in developing an understanding of RCI and its products and services
- *Back-up On-Site Resort Liaison*

ABC News NewsOne, New York, New York, May 1996 - January 1997

- *Sports Services, Associate Producer*

Education

Western Kentucky University, Bowling Green, Kentucky, August 2023 – May 2026

- MS in Recreation and Sport Management
 - Cumulative GPA: 4.0

Indiana University, Bloomington, Indiana, August 1993 - May 1996

- BS in Kinesiology with an emphasis in Sports Communication
 - Cumulative GPA: 3.38 out of 4.0
 - Dean's List (Four semesters)

SUNY at Albany, Albany, New York, August 1991 - May 1993

Computer Skills

- Web Technologies - XML, XSL, HTML, CSS, Velocity Templates (VM, GROOVU, GROOVP)
- Management Systems - Jira, Confluence, Asana, AIRS, Learning Stream
- Visual Design - Canva
- Microsoft - Word, Excel, PowerPoint, and Outlook