DARIAN DAVIS

ATHLETICS LEADERSHIP • BASKETBALL COACHING • COMMUNICATIONS • EDUCATION

Waxahachie, TX | 469-773-9522 | dariandavis2323@gmail.com
drdariandavis.com | LinkedIn | X: @chefdavis23

PROFESSIONAL SUMMARY

Athletics administrator, communications director, basketball coach, and business educator with experience leading communications, marketing, digital content, and game-day operations for 15 varsity sports. Led the transition to digital ticketing and managed over $207,000 in gross ticket sales while promoting student-athlete achievements and strengthening program visibility. Helped build a nationally ranked collegiate basketball program, contributing to six conference championships, multiple national tournament appearances, and the recruitment and development of six NAIA All-Americans. Teaching experience spans business, finance, and data analytics.

PROFESSIONAL EXPERIENCE

Mansfield Summit High School | Arlington, TX

Boys Basketball Recruiting Coordinator & Director of Athletic Communications
Business & Finance Teacher

Aug 2026-Present

- Direct boys basketball communications and recruiting outreach through digital content, newsletters, player evaluations, and recruiting portfolios to promote the program and connect student-athletes with college coaches.
- Coordinate college coach visits, open gyms, and program events while supporting game-day operations and sub-varsity tournaments.
- Deliver instruction in Business Law, Money Matters, and Banking & Financial Services, connecting classroom learning to practical business and financial decisions.

Nelson University | Waxahachie, TX

Director of Athletic Communications & Game Day Operations

Jun 2021-Aug 2026

- Directed athletics communications and marketing for 15 varsity sports, delivering full-season coverage across every program.
- Managed the official athletics website through SIDEARM Sports and PrestoSports, overseeing news releases, schedules, live statistics, records, historical archives, and digital media content.
- Implemented digital ticketing for Nelson Athletics, managing $207,000+ in gross digital ticket sales from August 2023 through July 2026.
- Oversaw game-day operations across 15 sports, coordinating event presentation, communications, statistics, and fan experience while recruiting, training, scheduling, and supervising 30+ student workers.
- Produced a digital campaign reaching 107,000+ accounts and maintained season-long coverage among the conference’s leaders in traffic and content volume.

Nelson University | Waxahachie, TX

Associate Head Men's Basketball Coach

Jun 2020-Aug 2026

- Helped lead a Top-5 nationally ranked NAIA basketball program to six SAC championships and multiple NAIA National Tournament appearances, including Round of 32, Sweet 16, Elite Eight, and Fab Four finishes.
- Led recruiting, player development, practice planning, and film analysis; recruited and/or developed six NAIA All-Americans and 18 All-Sooner Athletic Conference players.
- Founded and later managed the men's basketball JV program, supporting the retention and development of 45-60 student-athletes per season.
- Monitored academic progress and eligibility and coordinated academic support, helping the team achieve its highest GPA in program history.

Adjunct Professor of Business

Aug 2025-Aug 2026

- Taught Business Technology & Data Analytics, connecting Excel, data analysis, and business decision-making through practical applications.

EDUCATION

Ed.D. in Sports Management - Doctoral Candidate (ABD)

United States Sports University

Master of Business Administration

Nelson University
Capstone: Created "Where Lions Find Their Roar," later adopted in Nelson Athletics marketing.

Bachelor of Arts in Communication Studies

Nelson University

PROFESSIONAL SKILLS

Athletics Administration • Athletic Communications • Recruiting & Player Development • Game-Day Operations • Digital Content & Social Media • Ticketing Operations • Film Analysis & Scouting • Business & Financial Instruction • Excel & Data Analytics • Academic Eligibility Monitoring

TECHNICAL PLATFORMS

Office & Collaboration: Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams); Google Workspace (Docs, Sheets, Slides, Drive)
Design & Video: Adobe Photoshop, Canva, Captions
Athletics Websites: SIDEARM Sports, PrestoSports
Recruiting & Athlete Management: Revocruit, Rank One
Film Analysis: Synergy Sports, Hudl
Ticketing: HomeTown Ticketing, vivenu
Learning Management: Canvas