

## Danielle McArdle

407-455-2700 (Cell)

[danielle.h.mcardle@gmail.com](mailto:danielle.h.mcardle@gmail.com)

### Education

- **Ph.D., University of Massachusetts-Amherst, Management** **Expected May 2025**
- **M.B.A., Seton Hall University, Sport Management 3.56 G.P.A.** **August 2020**
- **B.S., University of Central Florida, Spanish, 3.61 G.P.A.** **December 2017**
- **B.S., University of Central Florida, Management, 3.55 G.P.A.** **December 2016**
- **Minor in Sports Business Management** **December 2016**
- **A.A., Valencia College, Honors Certificate, 3.8 G.P.A.** **May 2013**

### Research

#### Peer-Reviewed Articles

- Fuller, Rhema D.; Harrison, C. Keith; Lawrence, S. Malia; Eyanson, Jeff; and McArdle, Danielle. (2017) "“I will change the world”: The Intersection of Social Change and Male College Athletes’ Leadership Perspectives," *International Journal of Exercise Science*: Vol. 10: Iss. 6, Pages 845 - 856.  
Available at: <https://digitalcommons.wku.edu/ijes/vol10/iss6/4>
- Fuller, Rhema D.; Harrison, C. Keith; Johnson, Darrell; Lawrence, Suzanne M.; Eyanson, Jeff; and McArdle, Danielle. (2018) “The Leadership Perspectives of Female Intercollegiate Athletes” *Journal of Leadership Studies*: Vol. 12: No. 3, Pages 33-39  
Available at: <https://onlinelibrary.wiley.com/doi/epdf/10.1002/jls.21591>
- Harrison, C. Keith; Bukstein, Scott; Sutton, William A.; McArdle, Danielle; Dickens, Jessie; and Lawrence, S. Malia. (2019) “A Qualitative Investigation of Academic/Athletic Brand Representations: Applying Lovemarks Theory To Cultural Symbol”. *Journal of Higher Education Athletics & Innovation*: Volume 1: No 5, Pages 15-36. Available at: <https://journals.shareok.org/jheai/article/view/1021>
- Harrison, C. Keith; Fuller, Rhema; Griffin, Whitney; Bukstein, Scott; McArdle, Danielle; and Barnhart, Steven. (2020) “My Ambitionz az a Qualitative Ridah: A 2PAC Analysis of the Black Male Baller in Amerikkka”. *Sociology of Sport Journal*: Volume 37: No 3, Pages 207-219. Available at:  
<https://journals.humankinetics.com/view/journals/ssj/37/3/article-p207.xml?content=abstract>

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- Porter, Jeff; Martin, Brandon E.; Griffin, Whitney; Seth, Pyar; McArdle, Danielle; Harrison, Otis C; and Harrison, C. Keith. (2021) “Athletes Think: Understanding the Terminal Doctorate and Professional Degree Attainment from the Scholar-Athlete Perspective”. *Journal of Student-Athlete Educational Development and Success*: Volume 3, Pages 30-60. Available at: <https://americanpresspublishers.com/JSAEDSContents2021.html>
- Harrison, C. Keith; Bukstein, Scott; and McArdle, Danielle. (In-Press) “Race and Occupational Mobility Patterns within the National Football League”. *Journal of Social Issues in Sport*

### Selected Papers for Presentation

- **Women’s Professional Sports: A Case Study on Practices that Could Increase Their Profitability**, National Conference on Undergraduate Research **April 2017**
- **Case Study Competition**, Sport and Entertainment Venues Tomorrow **March 2017**

### Book Chapters

- Harrison, C. Keith; Hunter, Brian; McArdle, Danielle; and Hunter, Zachary (2018) “The Rise and Decline of African Americans in Baseball” *The World of Jim Crow: A Daily Life Encyclopedia*.

### Consulting Projects

- **California State University Northridge Athletics** **February 2017**
  - Analyzed market research data from 39 female fans of Matador softball and 45 female fans of Matador baseball and generated a report from the data that could improve the game day experience of their female fans
- **Montana State University Football- “Gridiron Girls”** **April 2017**
  - Created a survey which prompted female fans to discuss their consumption habits of MSU football
  - Conducted market research which involved surveying 25 attendees
- **Harvard Athletics** **July 2017**

## **Danielle McArdle**

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- Developed a survey which prompted 733 student-athletes and 156 coaches and athletic administrators to discuss their sentiments of campus climate
- Studied survey data and generated a PowerPoint that provided stakeholders with the data and insights to improve upon their campus climate

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- **University of Tulsa Athletics** **November 2017**
  - Crafted and Conducted a Market Research Study which prompted 146 female fans to discuss their consumption habits of TU Football
  - Recruited, Organized, and Coordinated a team of 12 volunteers in a fashion that insured adequate staffing levels, appropriate training, and proper staff placement
  - Provided stakeholders with insights that could improve the game day experience of their female fans in the form of a report
  
- **Florida Citrus Sports** **March 2018**
  - Gathered market research data from 148 fans that attended the 2018 Camping World Bowl, 2018 Florida Classic, and the 2018 Citrus Bowl
  - Provided insights in a report to Florida Citrus Sports' regarding their reach and their fans' game day experience
  
- **Arnold Palmer Invitational in Association with the Aspire Group** **April 15-18, 2018**
  - Constructed a survey which prompted 1,121 attendees to discuss their consumption habits that provided insights into the tournament's economic impact
  - Recruited and Supervised a team of 18 volunteers in a fashion that insured adequate staffing levels, appropriate training, and proper staff placement
  - Surveyed 120 out of the 1,121 attendees.

### Other Related Professional Experiences

- **U.S. Olympic Committee**  
Finding Leaders Amongst Minorities Everywhere **May 2014**
  - Met and networked with U.S. Olympic Committee Executives.
  - Learned about goal setting, leadership and self-motivation from U.S. Olympians and Paralympians.
  - Engaged in workshops on race, class, ability, gender and sexual orientation to foster inclusive, high-performing sport environments.
  - Worked with United States Tennis Association to develop a business strategy to increase the number of new Hispanic tennis players by 1 million within the next two years

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- **U.S. Soccer, Women's National Team Games** **September 2015-March 2016**
  - Enlisted and lead a team of 10 volunteers per match so that adequate staffing levels, appropriate training, and proper staff placement were insured
  - Interviewed 21 out of the 200 surveyed attendees about their knowledge of U.S. Soccer Supporters Club and their activities
  
- **Copa América Centenario, Workforce Administrative Manager** **May- June 2016**
  - Partnered with City of Orlando Venues, Central Florida Sports Commission, and Orlando City Soccer to source 150 volunteers that supported the Copa America Centenario 2016 Tournament
  - Trained 150 volunteers on Copa America Centenario tournament procedures and shift responsibilities
  - Created job descriptions for 25 volunteer positions for Copa America Centenario
  - Scheduled and assigned roles for 150 volunteers from May 30- June 10 via Shiftboard and coordinated with Orlando City Soccer to schedule 100 additional volunteers via Shiftboard
  - Processed the check in and check out of 150 volunteers which involved the creation of a spreadsheet which was signed by the volunteers at the beginning and end of their shift and the transference of the attendance information to a digital spreadsheet
  - Issued uniforms to 150 volunteers and inventoried what was given to the volunteers
  
- **U.S. Soccer, Boys Development Academy Winter Showcase** **December 2016**
  - Managed a team of 10 volunteers by insuring adequate staffing levels, appropriate training, and proper staff placement for the duration of the event
  - Directed a market research study which prompted 600 attendees about their knowledge of U.S. Soccer Supporters Club and their activities
  - Interviewed 35 out of 600 attendees
  
- **NWHL, Coordinator of Corporate Partnerships** **October 2018-March 2019**
  - Developed customized and targeted marketing plans, proposals, presentations, and contracts on behalf of the NWHL
  - Worked internally with the Content Manager to help with the coordination and execution of digital content plans for each sponsor
  - Sold 7,000 dollars in sponsorship since August 2018

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- **Group Sales Associate, New Jersey Jackals (Covid 19 Impacted)      December 2019-March 2020**
  - Provided excellent communication skills with event staff, vendors, clients, and sponsors
  - Cultivated relationships with potential clients and sponsors
  - Sold 5,912 dollars in ticket sales for State Fair Group and the New Jersey Jackals
  
- **Graduate Assistantship, Seton Hall University Sports Poll      September 2018-May 2020**
  - Recruited, Hired, and Supervised a team of 50 students who conducted telephonic interviews, with adults nationwide, about moral/ethical issues in the world of sports
  - Assisted the Business Secretary with the processing of payroll paperwork for each poll
  - Compiled and Coded the survey results, from the 13 polls that took place between 2018 and 2020, in Excel so that statistical analyses could be run using SPSS
  - Assisted the Dean's Office in administering 15 course evaluations at the end of every semester
  - Facilitated ten information sessions for groups of prospective students and their families centered on the Seton Hall Sports Poll

## Editorial Experience

### Journal of Higher Education Athletics & Innovation

- Editorial Assistant **April 2017- Present**

## Teaching

### Congress on International Educational Exchange

**July 7,2018-July 29, 2018**

- Supported 38 students for the duration of the program by counseling them through culture shock, facilitating thoughtful discussion and reflection about their experience, and sharing my enthusiasm for the local culture and entrepreneurship
- Partnered with residential staff to plan and facilitate cultural visits to the Brandenburg Gate and the German Parliament and business visits with Berlin based entrepreneurs
- Led extra seminars for 10 students that centered around Osterwalder's Business Model Canvas, Market Research, and the Creation of Their Own Entrepreneurial Endeavors
- Blogged about program activities and student reflections

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- Met and chaperoned students through customs and flights to and from Germany

### **Kelly Educational Staffing**

**August 2014-May 2018**

- Substitute teacher for the Orange County School District (all grade levels)

### **Academic Services for Student Athletes at the University of Central Florida**

**Fall 2014**

- Tutored 6 Student athletes weekly in Psychology, American Government, and English

### **Teaching Assistantships**

- **SPM 6905:** High School Athlete Development **Spring 2017**

- **SPM 6905:** Entrepreneurship and Innovation in Sport Management **Spring 2017**

- **SPB 3823:** The Role of Business (Innovation) and Entrepreneurship in Sport & Entertainment **Spring 2017-2020**

- **SPB 3603:** Diversity and Social Issues in Sport Business Management **Spring 2017-2020**

- **GEB 6156:** The Business of Hip-Hop Innovation and Entrepreneurship Graduate Course **Fall 2019/Summer 2020**

- **SPB 4932:** The Business of Hip-Hop Innovation and Entrepreneurship Undergraduate Course **Spring 2020**