

LEADERSHIP

My social media presence has really helped me land clients and reached many parents to sign their kids up for my camps. I currently have a deal with Fit Courts in Cedar Falls. They advertise my pictures, bio and contact information around the facility. In turn, I bring my clients to their gym to work out! The collaborations who have a significant following can help promote my brand to a larger and more engaged audience.

Thanks to my Digital Advertising class my senior year I learned a lot about Google Analytics, WordPress and just selling my basketball brand. Although coaching is more of a side passion, it has taught me more than I could've imagined. I have continued to take on my brand head on and teach kiddos throughout the summer. Canva has been a beneficial tool for me. Canva creates templates for me to use and gives me freedom to be creative with my own ideas.

My coaching Instagram account is [@coachmaya0](#)

My coaching Twitter account is [@mayauni0](#)

I have asked for feedback from close friends and professors. My senior seminar professor Christopher Martin really enjoyed my website. It was new at the time and didn't have much content. His feedback to me was:

- more pictures
- good spacing between pictures
- strong simple mission statement
- social media handles
- simple color scheme
- impactful SEO

My passion for coaching and leading shows!!

