Sam Valberg

samvalberg@gmail.com | Amsterdam, NY | LinkedIn

EDUCATION AND HONORS

Binghamton University, State University of New York, School of Management — **Binghamton, NY**
Bachelor of Science in Business Administration, Intended Concentrations in MIS and Business Analytics — *Expected May 2029*
Hudson Valley Community College — **Troy, NY**
Coursework toward an Associate of Science in Business Administration — *August 2026*
Cumulative GPA: 4.00/4.00 | **President's List:** Fall 2025, Spring 2026, Summer 2026
Honors: Phi Theta Kappa Honor Society Member (Beta Epsilon Chapter)

PROFESSIONAL EXPERIENCE

Amsterdam Mohawks Baseball — **Amsterdam, NY**
On-Field Entertainment Associate — *May 2025 – Present*

- Host on-field entertainment for crowds of 1,100–1,300 fans across 24 Perfect Game Collegiate Baseball League home games, running inter-inning activations, fan engagements, and giveaways including a regular $10,000 Jewelry grand slam giveaway
- Coordinate game-day programming by directing 7 interns, staging props, and recruiting fan participation to ensure all activations, including live sponsor segments for Lorenzo's Pizza, Lia Nissan, and Sigma Hydration, run on schedule across every game
- Manage 50/50 raffle sales for crowds of up to 1,300 fans, designing four timed sales rounds that alternate fast and slow passes to catch early buyers and convert undecided fans; sell 2,500–3,500 tickets for $775–$975 per night to hit sales revenue benchmarks

Dave's Hot Chicken — **Amsterdam, NY**
Team Member — *June 2024 – Present*

- Operate register, food expo, and front-of-house service simultaneously as the sole front-of-house staff, making split-second prioritization calls during rushes of up to 100 customers to maintain order accuracy, customer satisfaction, and brand standards
- Maintain the store's five-star Google rating, once raising it from 3.5 to 5.0 in a single six-hour shift by promoting a free-milkshake review incentive to order checkouts and collecting 25+ reviews against a target of three through proactive customer engagement
- Resolve customer grievances by acknowledging complaints directly, providing immediate solutions when authorized, and escalating complex issues to management promptly to ensure a positive customer experience and retain repeat business

CASE COMPETITIONS & PROJECTS

Markdown Drop — **Binghamton, NY**
Developer — *September 2026 – Present*

- Develop a Mac desktop UI wrapper for Microsoft's MarkItDown to convert unstructured files into Markdown; reducing LLM token consumption and improving AI context ingestion while managing feature testing and security audits prior to GitHub launch

EY TechX Case Competition — **Binghamton, NY**
Semifinalist — *September 2026 – October 2026*

- Advanced to semifinals as one of eight teams from ~70, pitching MCG board on converting Costco's online members into hybrid and Executive members after identifying online sign-ups as Costco's lower-renewing channel compared to in-person and hybrid
- Designed a 90-day in-app passport program rewarding six starter tasks with in-store-only coupons to pull online sign-ups into warehouses and a value tracker showing Gold Star members when Executive upgrade pays for itself ($3,250 annual spend)
- Completed MCG's application-only, 14-day Professional Bootcamp in EY-style slide design, presenting, and interviewing

LEADERSHIP EXPERIENCE

Binghamton Information Systems Club — **Binghamton, NY**
Vice President of Education — *September 2026 – Present*

- Pioneered an interactive educational curriculum from scratch with zero existing framework, introducing a signature "build-it-live" format to translate complex business theory into hands-on technical application, skill confidence, and tangible student projects
- Taught 12 students to build custom Excel job-search models tracking eight data fields, expanding the session into data vs. information concepts, AI integration, and responsible AI ethics, resulting in one student adapting the tool for active networking

Amsterdam Indoor Percussion — **Amsterdam, NY**
Assistant Volunteer Coach — *November 2025 – March 2026*

- Coached a 25-member high school ensemble through sectionals, video review, and targeted feedback across a 5-month season, leading battery rehearsals 2–3 times weekly to secure a 4th-place division finish across 4 NYS Percussion Circuit competitions
- Met directly with competition judges to translate critique into rehearsal adjustments, while enforcing Safe Sport compliance by orchestrating an immediate medical response for a student allergic reaction and securing official nurse clearance for student safety

ADDITIONAL INFORMATION

Technical Skills: Proficient in Microsoft Excel (Pearson Advanced Certified), Basic in Notion, point-of-sale systems
Certifications: Building Effective Human-Agent Teams (Anthropic, Oct 2026) · Claude 101 (Anthropic, Sep 2026) · AI Fluency for Educators (Anthropic, Sep 2026) · HubSpot Digital Marketing (HubSpot Academy, Jun 2026) · Microsoft Excel Advanced (Pearson Certified, May 2026) · Google AI Essentials (Google, Aug 2025)
Interests: Instagram Content Creation, Marvel, Nintendo, Drumming, Sleep Research, Cooking, Impressions, Musical Theater, Acting