

Izaic Yorks

Professional Athlete & Author & Content Creator
Inculcator of Virtues Through Narrative Mediums

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Examples of Work at [LinkedIn](#) • [izaicyorks.com](#)
Hillsborough, N.C.

Summary

Hard-charging, action-oriented creative, with 5+ years of experience in high-level performance requiring attention at the finest degree. Expert at managing and learning various business operations. Proven ability to coach (also known as teaching) and oversee a team. Skilled in a variety of creative endeavors from draft to securing funding to completion. Demonstrated competency in graphic design, strategic planning, project management (both creative and business sides), and collaborative management. Adept at writing, sound design, podcasting, and copy/developmental editing to yield favorable results. Skilled in the art of grit and gumption I can be described as a resilient unicorn at the nexus of creativity and conscientiousness.

Professional Athlete (Track & Field), Seattle & Hillsborough, NC.

2016 - Present

Established ability to perform under pressure, with a high regard for self-discipline, and excellence. Work experience in highly competitive, growth-oriented environments, where failure in front of thousands is possible. Has helped orchestrate positive team culture, built out methodologies of self-reflection, and created step-by-step plans to attain success. Provide product feedback, public speaking, and public relations. *** Real-time feedback and being coachable*** Post-evaluation

- **Accolades**

- 2016, then the fastest U.S. collegiate all-time — mile
- 2x NCAA Runner Up — 1500/DMR
- U.S. Silver Medalist — 1500
- North American Caribbean American Gold Medalist — 1500
- World Cup, 4th — 1500

- The above accolades tell the story of long-term planning, team management, meticulous execution, discipline, the ability to stay calm in high-pressure situations, and years of being a team player.

- **Management**

- Successfully managed *Dauntless Yorks LLC* - Acquired Business acumen
 - Managed business, operations, schedules, promotion, travel, talent acquisition and marketing.
- Helped to negotiate my contracts - demonstrating the ability to negotiate and bring something to the table both sides can be happy with.

- **Public Relations**

- Public speaking to a wide range of audience
- Brand ambassador to Brooks Running, Garden of Life, and Special Olympics

Assistant Coach (Track & Field) Puma Elite, Hillsborough, NC.

2023 - Present

Providing, implementing, and executing tasks above and beyond what is required to ensure the smooth functioning of the team and its atmosphere. Developed strong interpersonal skills. Upskilled team members in soft and technical needs.

Responsibilities:

- **Operations**
 - Provided a network of support for athletes where little framework existed prior (massages, doctor appointments, rentals for altitude stints)
 - Hosted and executed logistics for the stay of a Japanese delegation representing Puma Global
- **Translation of Technical Skill & Soft Skill**
 - Taught athletes spatial movement and other skills to improve performance
 - Taught and guided athletes through methods of personal reflection to increase their soft skills to cope with the strictures of elite sport (journaling, failing forward methods, conflict, and life coaching)

Ink & Virtue, Hillsborough, NC.

2021 - Present

A media business in development based around publication. Developed websites, notably *izaicyorks.com*. Overseen graphic projects for the website for the business within the creative bounds proscribed. Utilized various software, from Canva to Wix to Microsoft Suite. Rigors of long-term planning, execution, and humility required in writing books. Understanding of the creative market, the needs of the client, and the prospective viewer.

- **Graphic Design**
 - Developed graphic designs for personal lines - leading to high competency in Canva and the importance of remaining on brand.
 - Created and delivered Graphic designs for *Climb out of Darkness* - Requiring strong interpersonal skills to fulfill the needs said and unsaid by the client.
 - Designed and branded *izaicyorks.com*
- **Website**
 - Designed and developed an author website with a pulse on e-commerce, service, and customer appeal - requiring marketing acumen, branding and staying on brand
 - Designed and implemented conversion funnels
- **Media**
 - Designed and implemented cover design for both books and podcast - See "Books and Podcast"
 - Written three fantasy books and one science fiction audio drama - a detail-oriented process over a long period, with an eye for the macro, and micro, and requiring the rare ability for both creativity and conscientiousness.

Kickstarter Ascendant: *Saga of Valor*

2022 - 2023

Successfully funded a campaign via grassroots methods. Developed and implemented a marketing strategy and honed in on it with precise tactics. Created, funded, and efficiently fulfilled orders. Scaffolded and utilized the momentum to begin the Ink & Virtue business.

Tasks:

- **Video**
 - Created, executed, and edited a compelling video trailer to excite prospective backers
 - Public speaking to serve and convert prospective backers
 - Familiarity with creating and editing videos for YouTube and other social media platforms
- **Management**
 - Built out operational budgets and expenditure charts
 - Oversaw editors, test readers, and advanced readers
 - Oversaw marketing efforts
 - Coordinated all areas from creation to fulfillment
 - Set up methods and handled customer support and relational lines

Podcast

2020 - Present

Created, developed, sound-designed, and managed a variety of podcasts: *Starlight- A DnD Space Opera* (Actual play fiction), *The Redline* (Audio drama/book), and *The Authors Journey: The biz of indie publishing* (Education).

- **Develop (technical)**
 - Set up the podcast for all hosts
 - Implemented best SEO practices
 - Taught hard skills, such as how to speak into a microphone to different effects
- **Sound Design**
 - Edited audio - leading to a high competency with Audacity
 - Gained understanding of podcast equipment, environment, and application
 - Advanced in creating immersive sound design. 5-20+ hours designing and implementing sound design per episode of *Starlight* and *The Redline*

Education

Bachelor of Arts in Communications | Minor in American History

University of Washington

Izaic has an old soul - part stubborn donkey and part samurai warrior. He is not as cool as the previous sentence makes him sound. He likes telling fantasy stories with a heart for virtue and he doesn't care what society has to say about that.