

WIL “FISACK” FISACKERLY

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211 Main St. Apt. 125
Columbia, SC 29201

Ph.D. Student
Department of Sport and Entertainment Management
College of Hospitality, Retail, and Sport Management
University of South Carolina

EDUCATION

- | | | |
|------------|--|-------------------|
| PhD | University of South Carolina
Sport and Entertainment Management
Focus: Esports in Higher Education | Expected May 2024 |
| MS | Coker University
Collegiate Athletic Administration
Graduated Summa Cum Laude | May 2020 |
| BS | Florida Southern College
Multimedia Journalism; Sports Communication & Marketing; Film Studies
Graduated Summa Cum Laude
Minored in Economics | May 2018 |

RESEARCH EXPERIENCE

- Graduate Research Assistant** August 2020 - Present
Department of Sport and Entertainment Management, University of South Carolina
- Created teaching materials for textbooks and developed pedagogical tools for assessing student understanding.
 - Developed literature reviews for manuscripts submitted to field-leading academic journals.
 - Oversaw experiments and maintained logistical systems for operation.

TEACHING EXPERIENCE

- University of South Carolina, Columbia, SC** June 2021 - Present
Ph.D. Student, Department of Sport and Entertainment Management
- SPTE 101: The Student-Athlete Experience. 25-35 students a term and serves as a collaboration between the SPTE department and Gamecock Athletics to prepare freshmen athletes for the college experience, especially in academic preparation.

- SPTE 440: Sport and Entertainment Finance. 25-30 students a term, a terminal course for junior and seniors in the SPTE program. Course contents include budgeting, financing, economic impact, and systems of sport and entertainment firms.

PRESENTATIONS AND INVITED LECTURES

Poster Presentation, “Influencers, influential or influenced? A comprehensive analysis of WNBA athletes' self-presentation on social media,” Sport Marketing Association Conference, 2021.

Oral Presentation, “Impacts of esports localization on team identity,” Sport and Entertainment Venues of Tomorrow, 2021.

Oral Presentation, “Exploring College Choice for Esports Athletes,” Collegiate Sport Research Institute Conference, 2022.

Oral Presentation, “Effect of Scholarships on Collegiate Esports Athletes,” 2022 North American Society for Sport Management Conference.

Oral Presentation, “A Comprehensive Analysis of the Self-Presentation on Instagram of the WNBA Athletes in the 2020 and 2021 Seasons,” 2022 North American Society for Sport Management Conference.

PUBLICATIONS

Journal Papers (Abstract Accepted)

Fisackerly, W. and Ross, W. “Esports Ecology: Does Esports’ Environmental Impact Differ from Traditional Sport?,” Submitted and provisionally accepted by: Journal of Electronic Gaming and Esports.

Journal Papers in Review

Hwang, Y., Fisackerly, W., and Heere, B. “Is It Worth It? Localizing the Brand Identity of an Esports Team,” Submitted to: Journal of Sport Management.

Papers in Progress

Fisackerly, W., Kazmierski Davie, G., and Hwang, Y., “Exploring College Choice for Esports Athletes.”

Fisackerly, W. and Hwang, Y. “Understanding scholarships and career self-efficacy on collegiate esports athletes’ academic motivation: a social cognitive career theory approach.”

Pedo Lopes, A., Seidman, M., Fisackerly, W., and Nagel, M., “Influencers, influential or influenced? A comprehensive analysis of WNBA athletes' self-presentation on social media.”

PROFESSIONAL TRAINING

Preparing Future Faculty Certificate, Center for Teaching Excellence, UofSC, 2021
Successful PFF candidates have completed activities designed to prepare participants in the critical areas of faculty competence: teaching, research, and service. This accomplishment is an indicator of the participant's initiative and a measure of experience toward becoming future faculty.

PROFESSIONAL AFFILIATIONS

North American Society for Sport Management, 2022-Present

Omicron Delta Kappa, 2016-2018

COMMUNITY SERVICE

Sport and Entertainment Management Graduate Student Association
President, University of South Carolina, May 2022 – Present

HONORS AND AWARDS

Video Feature – College (1st place) 2018
Best video produced by a Division II or smaller athletic department.

Esports Scholar-Athlete – Esports MVP 2018
Scholar-Athlete given to the athlete with the highest GPA on the esports team. MVP given to the most valuable player on the esports team.