



# JAMES PLATT

## THE SNEAKER SAVANT

Intrinsically motivated 25+ year sneakerhead with 15+ years professional experience in Finance, Analysis, Web Development, and Communications. I love utilizing my professional experience in business to create new lanes within the sneaker industry. I'm great with critical thinking, communicating, and reflecting on feedback.

### CONTACT



### PROJECTS



+530-913-1980



thesneakersavant@gmail.com



www.thesneakersavant.com



Fair Oaks, California

### EDUCATION

UC Santa Cruz:  
BA Business Management  
Economics

#### @TheSneakerSavant

2013 - Present

Built an Instagram account discussing sneakers with active engagement of over 15k. Over 1M accounts reached monthly.

#NBAOneDay , #AirMaxPax , #DunkyDunks

Conceptualize, design, develop and manufacture thematic sneaker trading card sets through @thesneakersavant and @1tostock. 4 complete sets released thus far.

#### #TSSAuthentication

On a daily basis, I remotely authenticate 50-100 pairs of sneakers for a multitude of corporate clients

#### #TSSGraded

Built the world's first and only sneaker grading methodology and algorithm with the goal of standardizing sneaker condition across the various marketplaces.

#### #TSSGrailbox

With overseas engineers, built a Griffin-labs approved sneaker preservation display case.

