



Niki DeSantis Bio

Niki DeSantis, co-chairperson of the Juniata College Strength and Conditioning Clinic, is a 2001 graduate of Juniata College. This alum has assisted Doug Smith for over 18 years with the growth and expansion of the annual clinic on the campus in central Pennsylvania. DeSantis began working with Coach Smith in the spring of 2002 when she was assigned to design the clinic brochure during her time working in the Sports Information and Graphic Design Departments after graduation. Coach Smith immediately invited DeSantis to assist with the 2nd Annual clinic and she has never missed a clinic since. DeSantis assists with organization of the JCSC from marketing and promotion, event planning, registration, event management and all of the odds and ends. DeSantis usually has all of the answers and if she doesn't know it, she will get you one!

DeSantis graduated Juniata with a Bachelor of Arts in Art Management/Natural Science, and went on to work in college athletics for 15+ years in Communications and Graphic Design. She got her start on the campus of Juniata, working in the Sports Information, Graphic Design/Marketing and Strength and Conditioning Departments for a year before accepting her first full-time internship at Bucknell University in the Athletic Communications office. After a one-year stint with the Bison, DeSantis headed to Richmond, Va., for a two-year term with Virginia Commonwealth University (VCU) in the Sports Information Department. In 2005, she was hired as the Assistant Director of Communications at the Colonial Athletic Conference and became very active in the college athletic scene. During her nine-year tenure at the CAA, DeSantis was promoted to Director of Communications and finally Assistant Commissioner of Creative Services/Communications. In 2014, she decided to change her career slightly and accepted a roll as Senior Project Manager at the Pixel Factor (Ashland, Va.). The Pixel Factory is home to Scott K. Brown Photography, Pixel Factory Data Center, and RVA-Internet Exchange (RVA-IX). She has had the honor to assist on some exciting photoshoots, including, an assignment for the cover of Sports Illustrated with Alex Ovechkin after the Washington Capitals won the Stanley Cup during the summer of 2018.