

**SERVE.**  
CONSULTING

**HELPING ATHLETES  
& BRANDS MONETIZE  
THEIR VISION**

## CORE OFFERINGS



### Strategy

Custom strategies that align business and content with your vision and goals.



### Digital & Branding

Transform athletic identity into a compelling brand, establishing a digital presence with websites, digital assets, and narratives.



### Partnerships

Facilitate collaboration between athletes and brands.



### Athlete CEO

Educating and empowering athletes to become Creators, Entrepreneurs, and Operators (CEO), through workshops and content.



### Content

Content creation and facilitation, from original concepts to custom productions, including in-house talent and external partners.



### Management

Manage digital media and business operations, creating a streamlined and efficient processes.

## HIGHLIGHTS & SUCCESS STORIES



### Strategy & Production

**Brief:** Ideation, production, and pitching of a TV show for an NFL athlete.

**Outcome:** Successfully planned, managed and shot a pilot episode; pitched sizzle reel to TV networks.



### Digital & Branding

**Brief:** Developed and launched websites for athletes and their ventures.

**Outcome:** Notable launches include:

[A Frugal Athlete](#), [Amobi Okugo](#), [Serve Consulting](#).



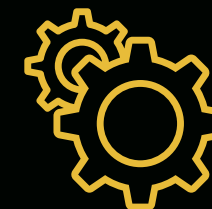
# HIGHLIGHTS & SUCCESS STORIES



## Partnerships + Content

**Brief:** Secured partnership with Legends to showcase their brand through digital content.

**Outcome:** Developed and refined engaging content, highlighting the brand's unique value. [Legends Reel](#)

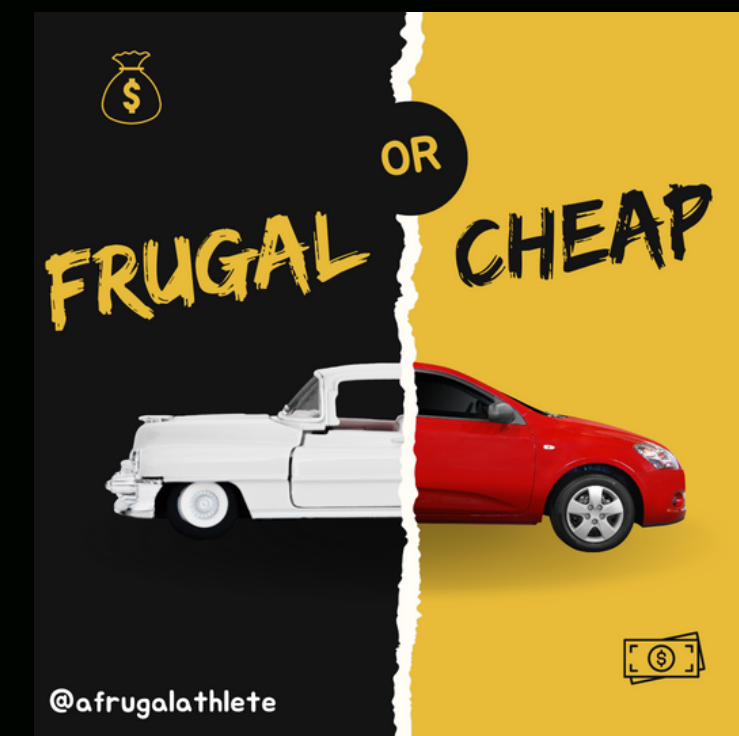


## Strategy + Management

**Brief:** Developed and executed a content strategy for launching the “[Game of Runs](#)” newsletter.

**Outcome:** Achieved a successful launch of the “Game of Runs” newsletter, now overseeing its weekly content creation and management.

# ORIGINAL CONTENT



## COMPANIES WE'VE WORKED WITH



DrTeal's®

*Ucla*

HASHTAG  
SPORTS

BODYARMOR

Forbes

MarketWatch



HARVARD  
UNIVERSITY



LEGENDS



*BIGEAST*  
CONFERENCE



## ABOUT US

Serve Consulting is a specialized sports entertainment management agency dedicated to monetizing visions and ideas for athletes and brands. We serve our clients through personalized strategy and support, empowering them to turn their vision into a reality, and create a lasting impact.



**Amobi Okugo**  
Visionary & Facilitator

Professional soccer player and Forbes 30 under 30 recipient. He consults athletes, brands, and companies to leverage their opportunities, increase their network, and upscale their marketing skills. He loves cultivating strategic partnerships bringing success and value to all his clients.



**Adrian Camargo**  
Integrator & Streamliner

Integrator and Coach. He empowers current and former athletes to transition from playing to living their purpose. With over 12 years of experience in technology, sports business, and non-profit work, he streamlines businesses to help athletes and brands make a meaningful impact.

## LET'S TEAM UP

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Instagram: [@serve.consulting](https://www.instagram.com/serve.consulting)

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[Serve Athlete Influencer Roster](#)

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