

# PRESS RELEASE

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## CONTACT INFORMATION:

Flix CV, LLC  
Dianna Paxton, Founder & CEO  
630.452.4554  
support@flixcv.com



## OHIO STATE TACKLE AMONG FIRST BY SIGNING COLLEGE ENDORSEMENT DEAL WITH TECH COMPANY FLIX CV

*All-Big Ten Tackle Nicholas Petit-Frere becomes one of the first collegiate athletes to sign an endorsement deal under the new NCAA NIL policy, allowing him to monetize his name, image and likeness*

**TAMPA, Fla. (July 1, 2021)** – Nicholas Petit-Frere, offensive tackle for The Ohio State Buckeyes football team, signed an endorsement deal with Tampa headquartered recruiting technology company Flix CV, LLC.

“Nicholas represents our value proposition very well,” said Dianna Paxton, Flix CV Founder and CEO. “His role at Ohio State is to protect the quarterback and Flix CV technology protects businesses from making bad hiring decisions. Nicholas is progressive in being one of the first college athletes to capitalize on his name to become a company spokesperson, much like Flix CV is progressive in the application of our innovative technology to transform the recruiting process.”

“I am honored to be associated with Flix CV,” said Petit-Frere. “In football we win by executing flawlessly, and I am impressed at how Flix CV has revolutionized the process for companies to build their teams. Much like the adoption of the forward pass in football, they have completely changed the way winning companies recruit new employees.”

### ABOUT NICHOLAS PETIT-FRERE

Nicholas Petit-Frere is an All-Big Ten starting offensive tackle for The Ohio State University football team. During Ohio State’s 2020 National Championship runner-up season, Petit-Frere recorded the best pass protection rating of any Power Five conference offensive tackle, according to Pro Football Focus. Majoring in Marketing, Petit-Frere earned Academic All-Big Ten honors. He is a 2018 graduate of Berkeley Preparatory School in Tampa, Florida, where he was a consensus selection as the nation’s top-ranked offensive tackle prospect by ESPN, Rivals and 247Sports.

## **ABOUT FLIX CV**

Established in 2019 and headquartered in Tampa, Florida, Flix CV was founded to transform inefficient portions of the recruiting process to make them more effective and impactful. Flix CV created the original “10-minute interview highlight reel” for hiring managers to review job candidates. Servicing customers in a wide range of industries in the U.S. and internationally, Flix CV utilizes a proprietary digital platform to establish a new standard in how recruiting is conducted. Additional information can be found at [www.flixcv.com](http://www.flixcv.com).