

JANE

DOE

Objective: Sports Marketing Coordinator

Contact info

More contact info

PROFESSIONAL CAREER

MARKETING AND SOCIAL MEDIA INTERN

Local Sports Arena, Los Angeles, CA Jan. 2014-Apr. 2015

- **Coordinated campaigns** across all social media platforms and managed online marketing initiatives to increase **brand awareness**, revenue, and community service outreach
- **Collaborated** with other members of the sales and marketing team to ensure follow-through and consistent project management
- **Increased social media** followers by as much as **700%** across all platforms including Twitter, Instagram and Facebook by creating and scheduling engaging content
- Assisted with **website updating, content creation**, and redesign to promote the venues' brands
- Coordinated activation of Instagram wall for each event and screened content for posting
- **Attended home games and events** to represent the brand, capture photos for live coverage, and provide assistance where needed
- Provided weekly and monthly **analytics** to measure the effectiveness of all social media platforms
- Generated content for **email blasts** about upcoming and past events

MARKETING INTERN

AEG Live, San Francisco, CA Sept. 2013-Dec. 2013

- Created and implemented strategies to increase social media presence and interaction as well as to promote concerts
- **Developed and maintained database** on artists and **media buying** outlets
- **Updated venue signage** for upcoming events

RECRUITMENT COUNSELOR COORDINATOR

Delta Gamma Sorority, Chapman University, CA Sept. 2013-Dec. 2013

- **Solved problems** with previous sorority recruitment by creating new activities and revamping policies and procedures
- Trained Recruitment Counselors in best practices for Rush Week to ensure professionalism

MARKETING ASSISTANT

Local Realty Company, Portland, OR June 2013-Sept. 2013

- **Supported** the Marketing Department including producing and editing blogs, and helping with general administrative assistance

OVERTIME

LIFEGUARD

Lake Grove Swim Park, Lake Oswego, OR Summers 2012-2015

- Communicated with other lifeguards to guarantee constant park and pool safety
- Instructed children in proper swimming techniques and conducted swim tests

TRAINING CAMP

Chapman University

Orange, CA

Bachelor of Science in Commerce, Marketing Major, 2014

Overall GPA 3.4

Courses included Marketing Analysis, Customer Behavior, Internet Marketing, E-Commerce, Global Marketing

OFF-SEASON

■ *Talented in social media with more than 2,500 Facebook friends, followings on LinkedIn, Instagram, Twitter, Snapchat, Vine and Pinterest and active use on YouTube*

■ *Strong knowledge of Microsoft Office and basic knowledge of Adobe Suites*

■ *Avid sports and entertainment fan*

■ *Organize, manage, and participate on multiple coed soccer teams*

■ *Spanish speaking intermediate level*

PLAYER HIGHLIGHTS

■ *Selected as Team Leader by Professor in Practical Business Rhetoric*

■ *Voted Wittiest Student at John Felice Rome Center*

THE VOTES ARE IN

(References available upon request)