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## Sports Management Internship

Collegiate Athletics | Professional Sports | Recreational Sports | Sports Marketing

### Core Competencies | Strengths | Expertise

- Written/Oral Communications
- Productivity Improvement
- Staff Training/Supervision
- Relationship Management
- Market Analysis/Research
- Client Maintenance/Retention
- Database Management
- Policy/Procedure Development
- Marketing Campaigns
- Client Needs Analysis
- P&L Responsibility
- Project Management

### Education | Professional Development

**Tiffin University** – Tiffin, Ohio

**Candidate: Masters of Business Administration (Sports Management)**

**GPA 3.95 | Academic Honor Roll**

**The Ohio State University** – Columbus, Ohio

**Bachelor of Arts in English, 1999**

#### Courses | Research Projects

Business Strategies in Sports Marketing Management | Personnel Management in Sports | Operations Management  
Teamwork and Interpersonal Processes | Decision and Optimization Modeling | Business Research Analysis  
Financial Accounting | Managerial Accounting | Managerial and Global Economics | Statistics  
Organizational Leadership | Legal and Ethics Issues in Business

Business Management Priority Analysis for Dallas Cowboys | Comprehensive Analysis of Issues Surrounding Lake Erie  
College Transition from Division III to Division II and Application to Great Lakes Intercollegiate Athletic Conference |  
Comprehensive NFL CBA Analysis with Focus on Issues of Seniority within the League | Research and Analysis of Ohio  
State University Athletic Department and Recommendations from Human Resources Perspective | Organizational  
Analysis of the YMCA | Effects of DVR on Sports Advertising

### Career Contributions | Career Highlights

- **Marketing Director – Tranzact**  
**Generated over \$1 million in revenue through launch of multi-platform, direct marketing campaign supporting major financial institution;** project brought revenue approximating \$30,000 after initial 3 months of implementation and in less than 2 years, project peaked at approximately \$220,000/month.
- **Corporate Production Director – Influent**  
**Optimized production by effectively allocating 100% of telemarketing volume in multiple call centers daily, weekly, and monthly;** coordinated dozens of clients, numerous account managers, upper management (including CEO) and thousands of call center employees both domestically and internationally.
- **Student Director – Largest Intramural Soccer Program in Country**  
**Collaborated with multiple sports organizations (i.e. The Ohio State University Recreational Sports);** managed all aspects of program including coordination of over 40 employees (supervisors and referees), hundreds of soccer teams and facility maintenance.
- **Associate, Operations Management – The Ohio State University, Ohio Stadium (The Horseshoe)**  
**Responsible for day-of-game operations** for Buckeye football games and Columbus Crew soccer games, in addition to general maintenance.
- **Coach | Instructor | Official – Soccer First | YMCA**  
**Twenty-year career contributing to and supporting organized and recreational sports organizations.**

## Professional Experience

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**Soccer First (SportsOhio)** – Dublin, Ohio

April 2010 to Present

*Facility within SportsOhio sports complex; organization hosts numerous recreational sports activities and events for both youth and adults.*

### **Coach | Instructor | Official**

**Orchestrate and lead coaching functions for multiple youth academy soccer teams (players ages 6 – 12);** simultaneously instruct soccer classes for children (ages 3 – 6) and officiate indoor/outdoor soccer games (youth teams and teams with players aged 50+).

- **Utilize strategies to coach and ensure games played consistent with applicable rules and regulations;** enhance player contributions and development by providing safe and secure environment, teaching space awareness and tactical offensive/defensive strategies, and interacting with team leaders and parents to encourage continued participation in program; also recommend advancement within instruction-academy framework.
- **Assisted with creation of comprehensive instructional manual for use by all soccer coaches and instructors;** contributed to creation and edit of detailed training program for youth programs in multiple levels of ability and age; participated in development of new training methodology for multiple youth programs.

**YMCA** – Columbus, Ohio

January 2009 to Present

*Widely recognized charitable organization providing recreational sports opportunities for youth and adults.*

### **Youth Sports Instructor | Official**

**Deliver sports instruction for youth of various ages;** sports program comprises flag football, soccer, basketball, dodgeball, kickball, volleyball and baseball; also serve as referee and official during youth basketball, soccer, volleyball, baseball and adult volleyball.

- **Trusted with responsibility for oversight of facilities during youth practices;** contribute to team instruction during coach absence.
- **Contribute to marketing and program expansion through visits to local schools and distribution of materials highlighting YMCA programs.**

**Influent** – Columbus, Ohio

2000 to 2005 | 2009

*Privately owned telemarketing corporation; supports clients operating throughout wide array of industries.*

### **Corporate Production Director | Account Manager | Customer Service Support**

**Organized telemarketing projects and maintained business activity ensuring progression and results satisfy account expectations;** monitored account performance, collaborated with call center management to reach expectations, and delivered training of call center staff.

- **Contributed to creation of Corporate Production Director position;** assumed and developed position enabling elimination of need for time-consuming meetings, streamlining production allocation process, eliminating volume problems in call centers, and creating clearer view of volume versus capacity for entire organization.
- **Orchestrated dozens of direct marketing campaigns on behalf of multiple Fortune 500 clients, primarily in financial services and insurance industries;** grew business by building and maintaining profitable relationships with clients and actively seeking new opportunities.

**Tranzact** – Fort Lee, New Jersey

February 2005 to June 2008

*Direct marketing and customer acquisition specialists providing effective and efficient marketing solutions across multiple platforms, mainly for Fortune 500 clients nationwide.*

### **Marketing Director**

**Administered messaging functions supporting client promotional campaigns;** accountability for profit/loss performance of entire project, RFP response, marketing operations and campaign special projects.

- **Consistently outperformed competitors and eliminated need for clients to bring in additional marketing organizations;** ultimately resulted in gaining additional client market share and increased revenue.
- **Facilitated significant cost reductions through continuous database analysis assessing quality and adjusting/eliminating lead sources;** created minimum of 20% additional ROI through focus on higher performing leads while removing poor performing leads entirely from project budget.