

# FIRST LAST

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[LinkedIn URL](#)

## SPORTS MARKETING & ACCOUNT MANAGEMENT PROFESSIONAL

Sports Marketing and Account Management Professional with over eight years' experience working with industry leaders in marketing, sports merchandise and equipment by developing, fostering and maintaining strong relationships that promote a positive brand image and growth in business. Proven ability to provide strategic thinking, effective training, marketing and allocation that better position the brand. Open to relocation and willing to travel.

### SKILLS & PROFICIENCIES

Business Development • Customer Resource Management (CRM) • Project Coordination & Management  
Cold Calling • Market Analysis • Promotions • Event Planning & Execution

## PROFESSIONAL EXPERIENCE

### **COMPANY** • City, ST • YYYY-Present

*Designer, developer and marketer of athletic and sports lifestyle products globally with over 57,000 employees.*

#### **Merchandiser**

Manage over 50 Sporting Goods Store accounts within the City, City, City and City metro areas, promoting and training store managers and associates on the latest products from Brand A.

- In store presence, relationship building and weekly reporting resulted in an average of **14% sales increase** at covered Sporting Goods Store from previous years.
- Collaborate with Account Marketing Manager to develop brand strategy and how to execute that within retailers.
- Supervise approximately **4-8 events per month**. Events included demonstrations, employee clinics, neutral site trainings, athlete appearances, contests, give-a-way promotions and selling days.
- Formally trained associates at each store on Brand A apparel and footwear product technologies by engaging employees in interactive presentations and sales contests focusing on the brand messaging, product knowledge and sales initiatives.

### **PROFESSIONAL SPORTS TEAM** • City, ST • YYYY-YYYY

*Professional baseball team and a member of the National League of Major League Baseball (MLB).*

#### **Manager**

Responsible for the supervision of hospitality events at Baseball Park including those affiliated with the regular season baseball games and those that took place on non-game days. Played an integral role in the sales and marketing function of the Ballpark Enterprises Department by actively prospecting, creating and presenting proposals and selling new non-game day events and business development initiatives.

- Worked collaboratively with Restaurants and other Enterprises team members to provide the highest level of customer service for all events.
- Managed the coordination on average of \$20,000 in food and beverage functions with food staff for various pre-game events.
- Prepared and supervised all appropriate paperwork for internal stadium operations and guest services staff to satisfy the specific needs for the set up and operation of all events.

### **UNIVERSITY** • City, ST • YYYY-YYYY

*Public institution founded in YYYY with over 34,000 undergraduates and competed in the Big 10 Conference.*

#### **Business Marketing Analyst**

Performed in-depth analysis of customers and campaigns to assess effectiveness and devise strategies to increase ROI. Served as the primary liaison and project manager between the University's athletic department, outside customers and the administration.