

## EDUCATION

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### University of Massachusetts Amherst

Amherst, MA

#### Isenberg School of Management

Mark H. McCormack Department of Sport Management

Candidate, May 20XX

Bachelor of Science in Sport Management

Certificate in Business Analytics

- Cumulative GPA: 3.67; Dean's List All Semesters

### Relevant Coursework

#### Topics in Business Analytics

- Collaborated with a team of 5 interns to analyze data from in-arena Wi-Fi and concessions using Python to provide insights
- Contributed to research projects analyzing fashion retail market trends and utilized Tableau to create visualizations to effectively communicate complex data to stakeholders

## EXPERIENCE

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### University of Massachusetts Amherst Athletics

Amherst, MA

Men's Soccer Social Media Intern

September 20XX – Present

- Consult with graphic design, ticket sales, and digital team to assist in creation and distribution of email marketing campaigns using MailChimp to increase revenue by \$2,500
- Research social media trends to implement on TikTok and Instagram Reels to increase user engagement by 5%
- Utilize Hootsuite to track and analyze key performance metrics, providing insights for optimizing content strategy and improving audience targeting to offer recommendations to senior leadership

### Boston Red Sox

Boston, MA

Ticket Sales Intern

May 20XX – August 20XX

- Administered 80+ outbound calls daily using Salesforce CRM while documenting customer interactions to ensure accuracy
- Generated \$6,000 in ticket revenue by converting prospective clients to converted leads, achieving a conversion rate of 25%
- Participated in game-day operations, including ticket scanning, seat upgrades, and on-site sales support, contributing to 95% fan satisfaction rate for the season

### Johnny's Tavern

Amherst, MA

Server

January 20XX – December 20XX

- Cooperated with kitchen staff and communicated effectively to ensure timely and accurate order preparation and delivery, resulting in efficient service and minimal errors
- Exceeded monthly sales target by 6% by up-selling appetizers and beverages based on the specific interests of the patrons
- Trained 8 servers on cash handling, customer service, and food safety according to federal guidelines to maintain customer satisfaction and restaurant organization
- Developed a system for efficient table turnover during peak hours resulting in a 7% increase in customer satisfaction scores

### Pioneer Valley Tip-Off Basketball Tournament

Amherst, MA

Community Outreach Staff

Fall/Winter 20XX

- Conducted proactive outreach to 25 local high schools and registered them for the event to expand the participation base
- Authored a comprehensive social media marketing strategy utilizing Instagram, Twitter, and TikTok to maximize attendance and generate \$3,000 in ticket sale revenue
- Showcased excellent customer service to participants, families, and spectators by addressing inquiries and resolving issues to create a positive atmosphere for the fans
- Streamlined pre-game activities and reduced fan wait times by 15 minutes through strategically redirecting the flow of events

## LEADERSHIP EXPERIENCE

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### Association of Diversity in Sport

Amherst, MA

VP of Internal Operations

April 20XX – Present

- Plan 4 club activities a semester, including networking and resume workshops, to enhance members' professional skills
- Oversee internal communication for 20 members through weekly email updates regarding activities and opportunities

## SKILLS

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Computer: Advanced in Microsoft Project, Word, PowerPoint & Excel (Pivot Tables and V-lookups); Tableau; R; Python; Salesforce CRM