

CO-FOUNDER / SALES & MARKETING COORDINATOR

Core Qualifications

Microsoft Office: Word, Excel, Access, and PowerPoint *Proficient with Apple OSX and built-in apps such as Keynote *Advanced knowledge of Google Analytics programing *Well versed and experienced with Facebook Analytics & Ads

Professional Experience

01/2014 to Current

Co-Founder / Sales & Marketing Coordinator Company Name i¼ City , State

- Plan, develop, organize, implement, direct and evaluate the fiscal function and performance Develop a reliable cash flow projection process and report, which includes minimum cash threshold to meet operating needs Recruit, train, supervise, and manage the Brand Ambassador program Maintain and develop social media outlets via Instagram, Twitter, SnapChat and Facebook Daily usage and advanced understanding of Google Analytics, & Facebook ads/analytics Purchasing goods and forecasting sales projects for each quarter Enhance and/or develop, implement and enforce policies and procedures of the organization by way of systems that will improve the overall operation and effectiveness of the business Evaluate the impact of long range planning, introduction of new programs/strategies and regulatory action Improve the budgeting process on a continual basis through education on financial issues impacting budgets Market brand regularly at athletic/fitness events to generate brand awareness and gain market share.

01/2014 to 06/2015

Graduate Assistant Company Name i¼ City , State

- Assist in promoting, supervising and evaluating the RecSports facilities and related operations * Take place in recruiting, hiring, training, supervising and evaluating student employees Responsible for managing and scheduling a staff of over 100 employees Aid in maintaining accurate fiscal and student payroll records Support in participation statistics, accident reports and assessment research Create and implement marketing plan for various facilities on campus Support in inventory control and maintenance of equipment for all RecSports facilities Purchasing and inventory of checkout equipment and staff uniform Enforce facility policies and procedures consistently to all participants Ensure adherence to departmental safety/risk management procedures Updating facility policies and procedures and review of National Standards on a yearly basis Planning, coordinating and supervising programs and special events in RecSports facilities.

08/2013 to 01/2015

Development Assistant Tennessee Fund Company Name i¼ City , State

- Develop relationship between donors and athletic department Worked game day events for various sports to market Athletic programs Generate opportunities and revenue to enhance athletic department Create marketing campaigns for athletic facilities at The University of Tennessee Solve problems with ticketing and parking disputes by athletic donors Research and enhance productivity within the department.

07/2011 to 08/2013

Assistant Rental Manager Company Name i¼ City , State

- Manage profit-and-loss reports, control expenses, and implement comprehensive business development and marketing plans Weekly marketing and sales call to area accounts Top regional performer in sales, customer service, and generating corporate leads Manage, shape, and develop my employees' careers with the company Responsible for choosing, interviewing and hiring part time staff; while supervising, teaching, evaluating and developing full time employees Decreased costs through reduction in bad debt, decrease in payroll, control of fleet costs, and mitigated unneeded expenses Responsible for over one million dollars in assets Accountable for locating vehicles when find ability and pay ability are lost on a car Managing proper underwriting on rental contracts.

06/2009 to 06/2011

Senior Recreation Leader Company Name i¼ City , State

- Planned and led instructional sport programs for participants enrolled in the program Developed new marketing strategies such as displaying flyers of the programs offered around the community to increase enrollment Accepted a special project focusing on the marketing of the programs and helped develop a new program guide Implemented creative ideas to get children motivated to participate in camp activities such as granting prizes to the children who obey commands throughout the day Instructed adapted recreation programs for special needs individuals Worked in the Community Programs Main Office answering calls, enrolling participants into our programs, and help with the scheduling of office staff members.

Education

May 2015

Master of Science : Sport Management THE UNIVERSITY OF TENNESSEE i¼ City , State Sport Management

Master's THE OHIO STATE UNIVERSITY i¼ City , State Brand Awareness for Startup Companies: Avenues for Building and Sustaining Brand Awareness

June 2011

Bachelor : Recreation & Sport Leadership Business Administration/Marketing Recreation & Sport Leadership Business Administration/Marketing Work History

Company Name

Company Name

Certifications

First Aid/CPR/AED Certified *First Aid/CPR/AED Instructor Certified

Interests

One year of collegiate football experience at Ohio Northern University (2007-2008) *Instructed NFL FLAG Football programs through the YMCA (2004-2007)

Skills

Ads, Apple, budgeting, budgets, business development, cash flow, contracts, CPR, customer service, special events, financial, First Aid, forecasting, Google Analytics, hiring, Instructor, inventory, inventory control, Managing, marketing plan, marketing plans, marketing strategies, marketing, Market, marketing and sales, Access, Excel, Microsoft Office, Office, PowerPoint, Word, payroll, policies, profit, Purchasing, recruiting, Research, risk management, safety, sales, scheduling, statistics, supervising, teaching, underwriting

Additional Information

- One year of collegiate football experience at Ohio Northern University (2007-2008) *Instructed NFL FLAG Football programs through the YMCA (2004-2007)