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A seasoned marketing professional that is excited to use my education, experience, skillset and passion with a creatively aggressive and focused team to not only meet — but exceed — goals to help strengthen an organization's brand and future outlook in an everchanging market and world.

## Education



### University of Nebraska-Lincoln (UNL)

- **Degree:** Master of Arts in Marketing, Communication, and Advertising ..... **Graduated:** December 20, 2013
- **Degree:** Bachelor of Journalism in Advertising ... *With Honors & Distinction* ..... **Graduated:** May 10, 2003



### Doane College (Crete, Nebraska)

- **Degree:** Bachelor of Science in Kinesiology... *Summa Cum Laude* ..... **Graduated:** May 15, 2005

## Marketing Experience

### Director of Membership - Nebraska Alumni Association ..... **August 2019 – Present**

- Oversee the planning and implementation of the membership acquisition strategic plan, including new member solicitations and current membership renewal, retention, and stewardship efforts. This includes developing the marketing calendar and creative content needed for direct mail, email, and digital media campaigns and evaluating the effectiveness of these engagement efforts.
- Responsible for the overall membership budget of \$658.5K and accountable for our target goals of both revenue and number of members to continue to strengthen the Nebraska Alumni Association in terms of membership count and financial viability.
- Manage the benefits program to provide the best perks available to members. Responsibilities include building partnerships with a variety of companies and organizations and negotiating deals for best possible rates and discounts for new benefits.
- Supervise our administrative assistant team that provides customer service to all Husker alums (including non-members) and helping with issues that need to be escalated and documenting these interactions in our CRM (Blackbaud) program.
- Other major responsibilities include leading and conducting our All-Alum/Member survey, exploring a possible new membership model for future consideration and developing a marketing plan to sell our Nebraska Football ticket allotment.

### Assistant Director of Fan Experience & Promotions - The Ohio State University Athletics ..... **March 2016 – July 2019**

- Oversaw the planning and implementation of the marketing plans and game-day production and entertainment for men's ice hockey, women's basketball, men's lacrosse, men's soccer, synchronized swimming and other assigned Olympic sports.
- Served as the lead football field director and oversaw two full-time staff members and 10 student interns for on-field presentations, sponsorship promotions and activations, and set-up and staffing for pre-game Buckeye Fan Fest.
- Created and implemented fan cultivation strategies and tactics through advertising campaigns, media buying, database marketing, e-marketing, public relations, community appearances and social/digital media for assigned sports.
- Responsible for tickets sales revenue, attendance and other ancillary revenue and implementation of strategies to maximize game atmosphere opportunities and in-game promotional activities for fan enjoyment.
- Executed cross campus involvement initiatives through special engagements with student life and Buckeye Nation Rewards program and established partnerships with pro teams in the Columbus area for cross promotional efforts.

### Director of Fan Experience – University of Nebraska Athletics ..... **October 2011 – August 2015**

### Assistant Director of Athletic Marketing – University of Nebraska Athletics ..... **October 2009 – October 2011**

### Marketing Associate – University of Nebraska Athletics ..... **October 2007 – October 2009**

- Oversaw the planning and implementation of the marketing plans and game-day production and entertainment for football, men's basketball, women's basketball, baseball, softball, soccer, and other Olympic sports. Duties included planning ticket campaigns and group sales initiatives, writing and directing game-day scripts, designing in-game features for sponsorship activation and implementing plans for in-game environment initiatives at Nebraska Husker sporting events.
- Supervised three full-time marketing employees (two assistant directors and one marketing associate) and a spirit squad coach. Supervision included meeting one-on-one, providing feedback and input on projects, and serving as a resource and mentor.
- Served as the department unit head representative for the marketing and fan experience area. Duties included providing reports and input at 4-6 meetings a year and planning and leading weekly meetings for full-time staff members of our area.
- Supervised 12-16 undergraduate student marketing interns; duties included developing application materials, running selection process, developing training sessions, preparing weekly meetings, and providing guidance and support for assigned sports.
- Managed the annual marketing and fan experience budget including planning and justification of the proposal and monitoring staff budget reporting throughout the year. The last season (2014-15) the operating budget was \$1.36M.
- Cultivated relationships with a variety of departments on campus (including Campus Rec., Housing, ASUN Student Government, Admissions, and Alumni Association) to develop partnerships to increase exposure and opportunities for the athletic department.
- Designed a variety of graphic elements for the marketing department, concessions, and official team store. Pieces included billboards, print ads, flyers, web banners, ticket collateral and brochures, postcards, t-shirts, souvenir cups, and other items.





**Marketing Intern – Lincoln Stars Hockey** ..... **October 2004 – March 2006**

- Set-up and operated the Lincoln Journal Star Fan Service Desk, providing assistance and information to hockey patrons.
- Prepared, directed, and ran promotional activities on ice during intermissions between periods, including selecting contestants.
- Helped prepare and hand out corporate sponsor giveaways to hockey patrons during promotional nights.
- Assisted in other customer service efforts, including addressing complaints, greeting nightly Jr. Manager, and selling programs.

**Other Work Experience**



**Nebraska Football Gameday Music D.J. – University of Nebraska Athletics** ..... **August 2019 – Present**

- Serve as the football gameday music D.J. and partner with in-game producers to provide the best competitive environment and home field advantage for the players while also providing an entertaining gameday atmosphere for the fans.
- Update and maintain music inventory to stay current on the latest artists and songs; edit for “clean” versions and audio balance.



**Adjunct Professor, Sports Promotions – UNL College of Journalism & Mass Communications** ..... **January 2014 – August 2015**

- Taught ADPR 464/864 Sports Media Relations & Promotions course with 30 undergraduate and 2 graduate students.
- Designed syllabus and implemented plan for 15 weekly class sessions. Activities included class lectures, guest speakers, and job shadows and observations at Nebraska Athletic (men’s basketball, baseball, and football) and Lincoln Stars Hockey games.



**Residence Director (RD), Burr, Fedde, & Love Memorial Hall – UNL Housing**..... **July 2005 – October 2007**

- Supervised a staff of 10 Residence Assistants (RAs) while overseeing three residence halls housing a total of 300 students.
- Established programming model and tracked progress for RAs; served as a resource in their programming and event planning.
- Assisted in the recruitment of future UNL students at University Housing and Learning Community booths for Red Letter Days.
- Served as advisor to the A.C.E. Learning Communities and the J.S. Morrill Scholars Learning Community housed in Burr Hall.
- Oversaw, tracked, and managed housing assignments and roommate switches; assisted with annual spring room sign-up.
- Organized, planned, and led training sessions for a group of 140 residence life student staff members during fall training.



**Owner & Disc Jockey – En Fuego Productions**..... **August 1998 – August 2005**

- Operated mobile disc jockey service which included a full audio system, professional lighting effects, and other special effects.
- DJ’ed events ranging from college and Greek socials and formals to weddings, high school proms, and homecomings.
- Worked with a variety of customers for their event planning needs, ensuring coverage of the necessary details of their functions.
- Emceed multiple programs and special events, including date auctions, karaoke programs, post prom parties, and fundraisers.



**Residence Director (RD), Frees Hall & Alternative Housing – Doane College** ..... **July 2003 – June 2005**

**Teacher, IDS 102: Freshman Seminar Course – Doane College**..... **August – December 2004**

- Supervised a staff of 5 Residence Assistants (RAs) while overseeing a freshman coed residence hall with 190 students.
- Oversaw 40 students who lived in independent living environments in a college-owned house and apartment complex.
- Directed both weekday and weekend duty staff of RAs and responded to emergency situations and discipline issues.
- Served as advisor for the 16-student member Peer Judicial Board, Doane’s primary student conduct disciplinary board.
- Assisted in the development of the syllabus, curriculum, and lesson plans for freshman foundation seminar course.
- Directed and facilitated discussions regarding the topics of Harold S. Kushner’s book “Living A Life That Matters.”

**Community Involvement**



**Boy Scouts of America, Eagle Scout Rank (1998)**..... **September 1992 – Present**

- Currently serve as Assistant Den Master for the Tigers (1<sup>st</sup> Grade) for Boy Scout Pack 19 and assist with meeting/event plans.
- Completed Soil Erosion Prevention Plan at Eagle Scout Park in Grand Island, Nebraska; earned 43 merit badges.
- Selected as a member of the honorary organization Order of the Arrow; awarded Vigil Membership (highest rank).



**2015 State Games of America, Opening Ceremonies Production Team** ..... **January 2015 – August 2015**

- Served as a volunteer producer for the 2015 State Games of America Opening Ceremony at Memorial Stadium in Lincoln, Neb.
- Attended monthly meetings with members of the Nebraska Sports Council and their advisory board and assisted with the order of events, script creation, and pre-event staging planning for an opening ceremony that included 7,000 participating athletes.



**UNL’s Katrina Relief Trip Advisor** ..... **March 2007**

- Served as a staff advisor for the 45 students that participated in UNL’s Student Involvement Katrina Relief Trip to Kiln, Miss.
- Supervised and assisted with the preparation of several work sites in the community; led students in reflection activities.

**Certifications:** Commercial Drivers License (CDL) Class B ..... **Expires June 2025**

**Computer Proficiency:** Microsoft Office Package (including Word, Excel, Access, Publisher, PowerPoint, Outlook); Adobe Design Creative Cloud (including Photoshop, Illustrator, InDesign, and PageMaker); CRM Database Management (Blackbaud/Anthology); basic Adobe Dreamweaver and basic HTML Web Coding