

SAMANTA KOSINA

+385 989685497 samanta.kosina@gmail.com in/samantakosina
Zagreb, Croatia

SUMMARY

Experienced sports industry professional with seven years of leadership experience, and knowledge of business development, communication, analytical decision-making, marketing, and organization. Fluent in multiple languages and experienced in supervising global teams.

EXPERIENCE

Business Development and Partnership Advisor 07/2023 - Present
Satino Football Academy remote, Tanzania

- Developed effective go-to-market strategies in collaboration with stakeholders, driving a 20% increase in social media growth and expanding the Academy users by 20% through in-depth market research, and understanding of market dynamics and competition in the African market.
- Providing ongoing financial recommendations, including budget forecasting and cost optimization strategies, with the goal of securing more than 80% funding support from private donations and sponsorships for operational efficiency.
- Expanded market reach by 15% through identification and nurturing of strategic partnerships based on comprehensive market analysis and industry research.
- Contributing to the establishment of a U.S.-based LLC and nurturing relationships in Europe to identify potential partners and secure essential sponsorships, with a focus on premium customer service and communication skills.

Sales Consultant 03/2022 - 02/2023
Inspiration Sports Business Institute 360 Washington D.C. USA

- Supported the sales department of Dayton Dragons, Minor League Baseball team in season, group, and single ticket sales, resulting in a remarkable 20% portfolio expansion and significant department improvements.
- Achieved a notable increase in community engagement, optimizing existing workflows and sales streams, leading to a remarkable 90% sellout of games for the season.
- Utilized CRM to engage diverse clients, leveraging my strong sports industry understanding to build strong relationships and ensure repeated business.
- Implemented cross-sales training sessions, enhancing sales skills and increasing prospective client calls.

Front Office Supervisor 06/2016 - 09/2019
The Broadmoor Hotel Colorado Springs USA

- Managed account, report, and inventory operations using Agilysys LMS AS/400, targeting a 90%+ perfect occupancy rate.
- Leveraged data analytics to provide logistics recommendations and enhance guest experiences, by bridging reservation and marketing departments and utilizing 5-star, 5-diamond hospitality protocols.
- Crafted merchandising strategy and branded content, driving a 10% increase in front-office transactions from sales upgrades through improved internal communication and collaboration among diverse departments.
- Oversaw varied accounting and budgeting responsibilities, optimizing the utilization and accountability of 784 rooms, with a daily total exceeding \$100,000.
- Conducted training and supervision for interns and employees with diverse cultural backgrounds, cultivating a positive and collaborative office atmosphere across various front-office roles.

LEADERSHIP EXPERIENCE

Unit Leader
Scout Association of Croatia

Overseeing a 7-year program, I led strategic planning and financial management for 70 youth aged 8 to 18. This involved processing 200+ meeting plans, organizing 30 yearly events, managing weekly youth meetings, and handling a \$20,000 annual budget. Additionally, I administered a fully funded two-week international development project, "Youth in Action," in Thessaloniki, Greece. Securing European Union funding facilitated the participation of 60 youth from Spain, Greece, Poland, and Croatia, fostering cultural relationships and promoting character development and leadership.

EDUCATION

Masters in Sports Industry Management
Georgetown University
12/2021

Bachelor of Science in International Business
Rochester Institute of Technology
05/2018

PROJECTS

Digital Code for Winning
12/2021 Georgetown University
The Use of Athletes' Biometric Data for the Development of Predictive Analysis in the Sports Betting Industry in the United States

LANGUAGES

English	Proficient	●●●●●
Croatian	Native	●●●●●
Spanish	Intermediate	●●●●●
German	Beginner	●●●●●
Russian	Beginner	●●●●●

SKILLS

Partnership Building · LMS ·
Business Development · Teamwork ·
Market Research · Strategic Planning ·
Sports Tech · Sport Business