

Ines Holland

American | Female | 23 years old

Target MSc: Sports Marketing / Management

EDUCATION BSc in Sport Management University of Michigan, Ann Arbor 2021 - 2024

Focus on Sports Finance and Marketing.

PROFESSIONAL EXPERIENCE Marketing Intern - Nike (Global Basketball), Beaverton May 2024 - August 2024

Assisted in the execution of the "Back to School" marketing campaign for basketball apparel.

Analyzed sales data from major retailers to track the performance of athlete-endorsed products.

Coordinated logistics for an influencer event during the NBA Summer League.

Operations Intern - Detroit Tigers (MLB) June 2023 - August 2023

Assisted the game-day operations team in managing fan engagement activities and stadium logistics.

Performed data entry for the sponsorship department to track contract deliverables.

SKILLS

Technical: Salesforce, Adobe Creative Suite (Basic), SQL (Basic), Excel.

LANGUAGES

English (Native), Spanish (Intermediate).

PERSONAL INTERESTS Basketball, Sports Analytics, Traveling