

# Jack Thompson

Australian | Male | 30

*Target MSc: Sports Management / Marketing*

*EDUCATION Bachelor of Sport Management Deakin University, Melbourne 2021 - 2024*

*Focus on sports marketing, law, and athlete development.*

*Former semi-professional Rugby player (injured, transitioned to management).*

## PROFESSIONAL EXPERIENCE

Commercial Intern - AFL (Australian Football League), Melbourne May 2024 - August 2024  
Supported the sponsorship team in managing relations with major corporate partners (Toyota, Telstra).  
Assisted in the activation of match-day fan engagement zones, increasing app downloads by 15% during the finals.  
Analyzed viewership and attendance data to prepare reports for the commercial director.  
Marketing Assistant - Fox Sports Australia January 2024 - April 2024  
Drafted social media content for the "Rugby Championship" coverage, achieving 1M+ impressions.  
Assisted in the production of television promos and digital ad campaigns.  
Monitored sports media trends and competitor broadcast rights acquisitions.

## SKILLS

Technical: Salesforce CRM, Google Analytics, Video Editing (basic), Social media management.  
Analytical: Sponsorship ROI analysis, Fan demographic segmentation.

## LANGUAGES

English (Native), Spanish (Beginner).  
PERSONAL INTERESTS Rugby, Surfing, Sports Data Analytics.