

# Tom Holland

American | Male | 22

*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