

Jack Thompson

Belgian | Male | 23 years old

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.