FirstName LastName  
Street Address  
City, ST ZipCode, Country  
Phone #  
Email Address

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| SPORTS MARKETING / PR • ATHLETE / EVENT MANAGEMENT | |
| Quiet achiever; calm, judicious and focused in problem-solving and juggling the pressures of high performance environments. Acknowledged for capacity to surpass targets, meet deadlines, and mediate conflict to deliver results. Creative, open to new ideas, and insightful in devising imaginative solutions. Enjoy analysing detailed issues and aligning them with "big picture" policies, protocols, and strategies. People- and customer-centric; execute and steer tasks as a participative team player, yet equally effective working solo. A life-long learner, stimulated by attaining and exploiting knowledge to reach goals. Diverse background spans advanced academic training in sports and exercise, stints in sports PR, sales, and marketing, and successful tenure in retail and hospitality sectors. |  |
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| PROFESSIONAL KNOWLEDGE AND STRENGTHS   |  |  |  | | --- | --- | --- | | • Public Relations/Affairs | • Sponsor Communications | • Media Liaison | | • First Class Customer Service | • Branding Placement | • Marketing Documentation | | • Conflict Resolution | • Exercise Prescription | • Sports/Event Coordination | | • Athlete Coaching | • Project Management | • Client Relationship Management | | |
| Technology skillset: Microsoft Word, Microsoft Excel, Microsoft PowerPoint; internet, email |  |
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| EDUCATION & TRAINING | |
| University of Queensland | 2001 |
| Bachelor of Science, Sport & Exercise | |
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| Sports Medicine Australia | 2001 |
| Level 1 Sports Trainer's First Aid Course | |
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| EXPERIENCE AND PROJECT HIGHLIGHTS | |
| Marketing/Events & Athlete Management • Navigated the diversity of sponsors' complex brand placement rights, tailoring proposals that circumvented potential "clashes" and ensured advertising on boats, vehicles, and equipment were positioned prominently to exploit camera angles used in print and electronic media. • Administered tour events. Coordinated logistics, sought council approvals, and identified hazardous environments. Checked canal speed restrictions, secured maps of geographical features, reviewed sandbars, tides charts, and protruding mangroves.  • Communicated with insurance companies, ensuring adequate coverage for athletes on tour, and administered medical forms.  • Supervised event merchandise development, situated posters in prominent positions across towns, and distributed leaflets and sample bags. Sourced local DJs/bands and witnessed contract signing. • Scheduled interviews and appearances for athletes and coaches; coordinated printing of media, VIP, and official passes.  • Presided over athlete appearances and travel. Scheduled accommodation, arranged transportation, monitored levels of energy-giving food and water at events, organised emergency replacement equipment.  Retail/Public Relations/Business • Researched designer labels, secured private showings, and collaborated with the owner on stock selection. Dressed windows, approved store layouts- immediately drawing scores of interested customers. • Spearheaded highly effective and successful fashion parades to maximise exposure for store and products. Secured models, selected garments and music, and choreographed parade. Created public awareness through direct contact, leaflet/brochures/business card distribution, and attendance at youth events. | |

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| SPORTS SALES AND MARKETING NARRATIVE | |
| U-SURF TOUR COMPANY | 2003 - Present |
| Sports Marketing Assistant | |
| Company promotes surfing events attracting audiences of 2000+ at 30 locations Australia-wide.  Acted as "right-hand" to the business owner, juggling a multitude of marketing campaigns simultaneously. Elicited sponsorship interest, co-produced marketing collateral and proposals, coordinated schedules, fielded questions or problems, and synchronised the Managing Director's "sales pitch" schedules with sponsors  • Navigated the diversity of sponsors' complex brand placement rights, tailoring proposals that circumvented potential "clashes" and ensured advertising on boats, vehicles, and equipment were positioned prominently to exploit camera angles used in print and electronic media. • Swiftly developed rapport with sponsors becoming accepted as a competent spokesperson capable of tackling brand placement issues, and advising on the vast media coverage afforded "extreme sports" advertising. • Brainstormed solutions to sponsors' concerns, extracting desired outcomes, and negotiating between all parties to achieve consensus.  • Resolved major sponsor request for greater advertising prominence on surfing equipment during TV demonstrations heralding the return of a new surf season. Contacted affected sponsors to survey individual views and earned total consent to proceed. • Researched tour stops, ensuring adequate power resources to meet the request of a computer games company offering sponsorship conditional upon TV/video product demonstrations available in each tent at special events. Communicated with power utilities and television specialists to ensure best reception and timely installations. • Scoured magazines, media articles, and television sports programs to identify potential prospects with a history of high profile endorsements. Researched contact details, and prepared introductory marketing materials to make initial contact and form basis for future business dealings. • Assumed media liaison role- releasing promotional information on events to print and electronic media. Scheduled interviews and appearances for athletes and coaches; coordinated printing of media, VIP, and official passes.  • Presided over athlete appearances and travel. Scheduled accommodation, arranged transportation, monitored levels of energy-giving food and water at events, organised emergency replacement equipment. • Drew upon advanced education in elite athlete performances, by composing a nutritional analysis and advising sportspersons on dietary intake and improvement techniques. • Administered tour events. Coordinated logistics, sought council approvals, and identified hazardous environments. Checked canal speed restrictions, secured maps of geographical features, reviewed sandbars, tides charts, and protruding mangroves. Communicated with insurance companies, ensuring adequate coverage for athletes on tour, and administered medical forms. Supervised event merchandise development, situated posters in prominent positions across towns, and distributed leaflets and sample bags. Sourced local DJs/bands and witnessed contract signing. | |

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| ASSOCIATIONS / LEISURE | |
| Sunshine Coast Representative, Australian Touch Association Member, University Board Riders Member, North Shore Board Riders  Leisure: surfing, wakeboarding, swimming, touch football, beach volleyball. |  |