

BENJAMIN REMELIUS

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📍 217 W. Pine St #D
Warrensburg, MO 64093

WORK EXPERIENCE

UCM Athletics
2024 - Present

Assistant Athletic Director, Marketing and Promotions

- Lead organizational philosophy, strategy, and activity related to marketing, game presentation and entertainment, and media buying
- Led a department-wide average attendance increase of 10% in year one, including increases of 17%, 11%, and 38% in revenue sports football, basketball, and baseball, respectively
- Created the infrastructure for digital advertising and email marketing, neither of which had ever been used within UCM Athletics

Macon Bacon
2023 - 2024

Director, Marketing & Analytics

- Lead organizational philosophy, strategy, and activity related to marketing, communications, public relations, game entertainment, data analytics, and business intelligence
- Spearhead organizational strategy changes leading to an increase in new ticket sales of 12% and an increase in merchandise sales of 10% over prior period
- Led all content creation, media relations, graphic design, broadcast production, web design, digital advertising, email marketing, photography, and statistics

You Might Know Sports
2019 - Present

Founder

- Founded a digital marketing, sales, and analytics consulting firm
- Created content for social media, blogging, and video platforms
- Built a company blog from scratch to thousands of unique visitors in the sports industry
- Contracted for major teams and organizations in sports statistics and analytics including Sports Info Solutions, the Elias Sports Bureau, and the Florence Flamingos, Asheboro Zookeepers, and O'Fallon Hoots

Elias Sports Bureau
2022 - 2023

Copywriter and Social Media Manager

- Created content for social media, blogs, and video platforms that reached an audience of over 175,000 people and over 100 million impressions
- Built up a social media following for a new business to consumer product, recording growth of 143.2% in just one year
- Led a complete overhaul of all graphics, utilizing Canva, Adobe Photoshop and Adobe Premier Pro in order to make appealing social media content

Sports Info Solutions
2021

Minor League Video Editor

- Edited video using MLB Diamond, Major League Baseball's proprietary video editing software
- Worked with a team in a high pressure environment to meet strict nightly deadlines

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WORK EXPERIENCE (CONTINUED)

Sports Info Solutions
2023

Football Scout

- Viewed video of and attended college football games to record data, measure player performance, and make assessments of their ability
- Assisted in the preparation of scouting reports that were used to inform the NFL Draft decisions of executives for over a dozen National Football League teams, including Super Bowl champions

University of Missouri
2019 - 2020

Undergraduate Research Assistant

- Served as an undergraduate research assistant with the University of Missouri under the direction of Dr. Eric Parsons
- Performed statistical and economical analysis in a sports context
- Built a VORP model for major association football leagues
- Assisted in the publication of a research paper covering the implementation of this model

University of Missouri
2018-2019

Administrative Assistant

- Learned to perform clerical work and hone professional skills
- Engaged in data collection and entered critical data for Missouri Journalism recruitment
- Faced clients in-person and monitored a high volume of inbound calls

EDUCATION

University of Missouri
2026 (Expected)

Master of Business Administration

Took coursework covering subjects including statistical modeling, business analytics, marketing, management, and communication

University of Missouri
2023

Bachelor of Science - Statistics

Took coursework including such subject matters as data analytics, experimental design, communications, and marketing

SKILLS

- Social media
- Email marketing
- Digital advertising
- Print advertising
- Content creation
- Copywriting
- Adobe Suite
- Canva
- Graphic design
- Live events
- Customer relations
- Salesforce
- Relationship building
- Financial management
- Teamwork
- Decision-making
- Leadership