

Angela T. Pierce

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**OBJECTIVE:**

To earn an entry level position with a sport organization dealing with facility management, event planning and coordination.

**EDUCATION:**

Lock Haven University of Pennsylvania

Major: *Health and Physical Education - Coaching*

Minor: *Sport and Exercise Psychology*

Internship: *Clinton Country Club Fall 2009*

**DIRECT EXPERIENCE:**

- Intern at Clinton Country Club September - November 2009
- Currently gaining experience in different areas of the daily and event operations of the Clinton Country Club through:
  - Development of a report on course usage throughout June, July and August 2009 to determine if there is a positive or negative impact on revenue from public play and outside events.
  - Researched local, rival, country clubs who have hosted tournaments in order to gain an idea on how to make contact with organizers and effectively draw players away from them and into our tournaments.
  - Assisted in developing mailings marketing new memberships and merchandise sales to our member, and potential member, base.
  - Gained experience in the operations of running an event from planning to implementation to clean up through various golf tournaments and outings.
  - Dealt with daily operations such as handling customers in the pro shop as well as merchandise sales as well as filing for the office manager.
  - Currently planning and organizing an event in an attempt to show the clubs appreciation to its members as well as seeking an opportunity bring in other potential members. More detail can be found on the second page under "Projects."

**INDIRECT EXPERIENCE:**

- Participated in both indoor and outdoor track and field at the DII level from 2004-2009.
  - During this time valuable experience and qualities were gained such as responsibility, hard work, discipline. Also during this time became teachable, gained experience working well with others and became loyal to leadership, these are all qualities found to be strong in long time athletes.
- Worked on campus at the Student Recreation Center and gained experience in various aspects of running a facility such as equipment set up, membership and miscellaneous sales, customer service and equipment and

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Pennsylvania.

- facility upkeep.
- Gained coaching experience in hurdles, high jump and sprints in Track & Field

Penncrest High School's girl's track and field team located in Media,

- Assisted in the running of various track meets at the high school level at Lock Haven University and Central Mountain High School located in Lock Haven, Pennsylvania.
- Participated in Women in Sports Day in 2007-2009 by providing instruction of lead up drills to young girls for various track events.
- Took various courses on the teaching, and coaching of, various sports and activities as well as sport and exercise psychology, psychology of coaching and marketing.
- Guided individual, group tours to transfer and prospective students--in particular minority and urban students--as well as parents through the Lock Haven University Office of Admissions

### **RELEVANT PROJECTS:**

#### *Marketing:*

Market Research Project: designed marketing questionnaire aimed at alumni and contributors of Lock Haven University's men's basketball team. Helped to aid Lock Haven University's Athletic Department and Fundraising Arm to increase program support through our analysis of responses

Marketing Plan Project: designed a mock campaign to develop a little league team in South Africa. Entailed marketing, pricing, promotion, endorsements, logo design and distribution plans

#### *Sport and Exercise Psychology:*

Mock Mental Training Program: developed a mental training program that can be applied in sport or exercise setting. This was done so by assessing the subject's mental strengths and weaknesses in sport and develop exercises to improve on weaknesses as well as strengths in order to improve sport or exercise performance.

#### *Professional Field Experience:*

Currently organizing an event for members and potential members of the Clinton Country Club. The night is to involve an evening of food, music and wine tasting. Planning this event will involve a number of factors such as site booking, working with outside organizations, cost analysis and advertising. Will be completed November 2009

### **CERTIFICATIONS:**

CPR and FIRST AID both completed May, 2, 2008.

### **COMPUTER SKILLS:**

Knowledgeable in Microsoft Word, Excel and Power Point. Basic knowledge in Publisher. Experience with Macintosh and Office Equipment. Learns Quickly.

References are available through:  
Career Services, Lock Haven University, Lock Haven, PA 17745; 570-484-2181

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## PROFESSIONAL REFERENCES

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Education

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*Internship Supervisor, General Manager of Clinton Country Club*

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