

Chloe Norwood

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EDUCATION

University of Massachusetts Amherst

Bachelor of Science in Managerial Economics

Amherst, MA

May 2026

Certificate in Teaching English to Speakers of Other Languages (TESOL)

Dean's List (All Semesters)

SPORTS EXPERIENCE

UMass Baseball

Marketing & Social Media Intern

Amherst, MA

September 2025 – Present

- Produced and published game day content, interviews, and behind-the-scenes features for UMass Baseball's social media platforms; contributed to fan engagement and brand storytelling throughout the season. Within a month, profile interactions grew by 23.3%, and views continue to grow.

UMass Athletics

Operations, Facilities, and Events Intern

Amherst, MA

August 2025 – Present

- Execute setup, breakdown, and game-day operations for Division I athletic events. Partner with event managers to maintain a high standard of fan engagement and operational excellence.
- Assist guest services and host visiting teams, ensuring smooth event flow under pressure. Support event managers in delivering seamless, fan-focused, and brand-aligned experiences.

UMass Football

Video Intern

Amherst, MA

July 2025 – December 2025

- Capture high-quality practice and game footage from 6+ camera angles, supporting player development, scouting, and coaching review. Collaborate with coaching and support staff to anticipate needs and adjust angles/coverage for real-time tactical analysis.
- Operate professional filming equipment in multiple environments, recording 100+ plays per session with consistent accuracy and reliability, supporting all positions.

Tri-City Chili Peppers

Cosmic Takeover Tour Intern - Merchandise and Fan Engagement

Worcester, MA

August 2025

- Assisted in ticketing, merchandise sales, and fan engagement during the "Cosmic Baseball" events at Polar Park in Worcester. Delivered outstanding customer service and interacted with fans in a fast-paced, high-energy environment.
- Adapted quickly to internal procedures while representing the organization professionally throughout event operations, set-up, and breakdown.

Pioneer Valley Invitational

2025 Sponsorship Coordinator

Northampton, MA

April 2025 – June 2025

- Organized and executed strategic sponsorship campaigns to support a two-day Ultimate Frisbee tournament, securing financial and in-kind contributions from local and regional partners.
- Developed marketing materials and sponsorship decks, conducting outreach, and maintaining sponsor relationships to ensure continued engagement from the past and into the future. Worked closely with event coordinators to deliver sponsor benefits and ensure brand visibility.

OTHER RELEVANT EXPERIENCE

Fine Arts Center Operations, University of Massachusetts Amherst Amherst, MA
Operations Management Intern & House Manager February 2023 – Present

- Led the onboarding of 26 new student employees, including but not limited to interviewing, training, and administrative collaboration with the business office. Optimized the onboarding process timeline by 50%, compared to the last hiring period. Drafted and finalized a new training guide for house managers and built a supplemental online training course for student employees.
- Created structured entry and exit plans for each event to streamline safety and guest flow. Developed detailed show reports for 50+ performances to guide house managers during shifts. Acted as the advance event manager to ensure proper set-up and details with vendors and renters.
- Acted as the primary liaison for internal departments and patrons alike. Designed an efficient scheduling system for 12 house managers and 50+ student staff weekly to optimize coverage and operations.
- Responsible for welcoming and assisting patrons to their seats and around the property, and providing friendly and professional customer service. With strong leadership, exceptional customer service, and operational excellence, a positive experience is consistently delivered to patrons.

ALKU Amherst, MA
Sales Recruiter Intern June 2024 – August 2024

- Sourced and recruited top talent through outreach, social media, and referrals. Evaluated candidates for skills, work ethic, and team fit. Collaborated with hiring teams to manage a smooth, high-touch recruitment process. Built strong communication and relationship-management skills in a fast-paced environment.

SKILLS

Operations & Event Management: Logistics, fan engagement, scheduling systems

Media & Marketing: Social media content, live coverage, storytelling strategy

Technical: Microsoft Office Suite, Canva, Colab, video equipment operation

Other: Customer Service, Leadership, Communication