

# Jake T. Carlyle

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## EDUCATION

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**Indiana University**, Bloomington, Indiana

Bachelor of Science; GPA 3.4/4.0

Major: Sport Marketing and Management

Minors: *Kelley School of Business* — Business, Finance, and Marketing

## EXPERIENCE

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**Indiana University Athletics**, Bloomington, IN

August 2016-July 2017

### **Ticket Office and Athletic Department Intern**

- Provided customer service and support for patrons wishing to purchase tickets and acquire information regarding IU Athletic events
- Completed sales transactions for patrons wishing to purchase tickets to IU Athletic events, both over the phone and in-person
- Worked in a customer support role on gameday events for IU Athletics during football, basketball, and baseball season

**Anthology Consulting**, Indianapolis, IN

January-May 2017

### **Marketing Consultant Intern**

- Developed marketing and advertising plan for the client, Ace Hardware
- Reported directly to the President of the company, Ann Bastianelli
- Analyzed market data and trends to develop insights related to untapped consumer segments to accomplish the objective of driving store traffic
- Worked as a team of five to develop strategic opportunities for the client
- Researched, compiled, and analyzed market and target consumer data to tailor our integrated marketing communications plan to the target market
- Brainstormed, developed, and implemented a detailed content plan including owned, paid, and earned media
- Identified and developed the use of all media vehicles including out-of-home, broadcast, print, and digital

**Indiana University Athletics**, Bloomington, IN

May-August 2016

### **Ticket Sales Representative**

- Actively identified, solicited and secured season, group and individual ticket sales by cultivating business relationships with individuals, organizations and groups
- Worked as part of a six-person sale team that achieved a record for the highest total sales in a 10-week period for IU Football tickets
- Accumulated \$16,444 in total sales during the 10-week internship, or 26% of the sales team's total profits
- Performed 70-80 outbound cold calls daily to prospect for full season, single game, and group tickets
- Contacted local business owners and set up group outings for them and their staff
- Networked to build and maintain relationships within the community and surrounding areas to identify potential prospects

**Pacers Sports and Entertainment, Fort Wayne, IN**  
**Front Office Intern – Fort Wayne Mad Ants**

January-June 2013

- Created "proof of fulfillment" PowerPoint presentations to present to key corporate sponsors. Sponsors included: US Army, Vera Bradley, Sweetwater Sound, Meijer, Marathon, Lutheran Health Network, Kroger, Hyatt Place, Courtyard Marriott, and several other local sponsors
- Provided customer service to previous team supporters, large group ticket sales, and new fans of the team
- Performed merchandise inventory and calculated total units sold and revenue
- Gained valuable experience learning directly from C-suite professionals in an NBA G-League front office

**SKILLS**

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- Basic knowledge of Adobe Creative Suite (InDesign, Illustrator, and Photoshop)
- Advanced knowledge of front-end languages HTML and CSS
- Google Ads certified (Search, Display, and Video)
- Google Analytics certified
- Facebook Blueprint Certified
- HubSpot certified (Inbound, Inbound Marketing, Content Marketing, and Email Marketing)
- Microsoft Office proficient (Word, Excel, PowerPoint, Outlook)
- Working proficiency in most CRM software and ticketing platforms
- Experience in cold calling
- Intermediate knowledge of the Spanish language

**VOLUNTEER EXPERIENCE AND EXTRACURRICULAR ACTIVITIES**

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- Pro Camps Worldwide – Yogi Ferrell Basketball Camp Volunteer
- American Marketing Association: Indiana University chapter
- Student Athletic Board
- Sport Marketing Alliance