

CONTACT

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Portfolio

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EDUCATION

BACHELOR OF SCIENCE IN STRATEGIC COMMUNICATIONS
MINOR IN CREATIVE TECHNOLOGY & DESIGN
MINOR IN SPORTS MEDIA

University of Colorado Boulder | 2020 - Present
GPA 3.96
Fall 2020, Spring 2021, Fall 2021, & Spring 2022 Dean's List Recipient
Graduation: December 2023

PROJECTS

PRSSA BATEMAN CASE STUDY COMPETITION

The University of Colorado Boulder | Aug 2022 - Present

- Work in team to research, plan, implement, and evaluate a public relations campaign for the News Literacy Project
- Create detailed explanation of the implementation of the campaign including a situation analysis, breakdown of objectives/strategies/tactics and any special events, media alerts, collateral distributions, websites, etc.
- Compete against 75+ teams from various universities across the nation

SKILLS

- Microsoft Office
- G Suite
- Adobe Creative Suite
- Meltwater
- Sports Digita
- KORE
- Canva
- Python, HTML, CSS, & JavaScript

CASSIDY DAVIS

COMMUNICATIONS STUDENT

WORK EXPERIENCE

KROENKE SPORTS & ENTERTAINMENT

Partnership Marketing & Media Sales Intern | Sep 2022 - Present

- Activate and manage partnerships for multiple teams/sports including the Colorado Avalanche, Denver Nuggets, Colorado Mammoth, and Colorado Rapids
- Coordinate the identification, scheduling, and execution of various consumer giveaways/promotions including the King Soopers Hero of the Game for over 30 game activations
- Execute sponsor events including 2 Stanley Cup appearances, RMHC VIP Skate, Nuggets Court of Dreams, and Meet the Team Party
- Set up and execute over 30 games between the Denver Nuggets and Colorado Avalanche
- Compile element books for Activation Team and Sales Directors to use when presenting to current and prospective sponsors
- Assist the Activation Team in creating mid-season recaps and reports for clients
- Research prospective sponsorship clients and present a semester project for a new partnership

Colorado Rapids Marketing Intern | June 2022 - Aug 2022

- Wrote copy and coordinated execution for weekly email newsletter, gameday guides, paid social media, and Altitude TV & Radio broadcast reads
- Managed calendar to track promotional messaging across different channels
- Organized creative assets on a shared drive
- Assisted in production duties on gameday including media check-in, broadcast duties, and photographer supervision
- Worked cross-functionally with Event Presentation, Design, and Digital Content teams

THE UNIVERSITY OF COLORADO ATHLETICS DEPARTMENT

Marketing Intern | Aug 2022 - Present

- Gain experience with multiple Pac 12 teams/sports including Football, Men's & Women's Basketball, Men's & Women's Soccer, Men's Lacrosse, and Women's Volleyball
- Complete various market research and competitor analysis projects
- Assist full-time staff in preparation for athletic events by assisting in script writing, t-shirt rolling, and movement of marketing collateral to/from facilities
- Setup and breakdown of marketing activations including Kid Zones, Marketing Tables, and Giveaway Stations
- Manage in-game sponsor and marketing activations
- Help implement pre-game, halftime, and national anthem performances and groups

SL COMMUNICATIONS

Public Relations Intern | Feb 2022 - June 2022

- Created and maintained media and influencer lists and conducted outreach
- Conducted research, media monitoring, and monthly campaign reporting
- Wrote press releases, bylines, memos, blogs, and news summaries for clients in the logistics and ecommerce industries

THE DORIAN DE LONG ARTS & MUSIC SCHOLARSHIP FOUNDATION

Marketing Intern | Mar 2021 - December 2021

- Coordinated day-to-day marketing operations for entire foundation
- Maintained social media presence and analyzed results for future engagement
- Created and managed marketing campaigns and monthly newsletters
- Designed and published new website for family brand