

Mitchel Matthews Marshburn

mmarshburn@smu.edu ▪ 832-566-2753 ▪ 4646 Amesbury Dr. #100 | Dallas, TX 75206

EDUCATION

Southern Methodist University

Dallas, TX

Simmons School of Education and Human Development

May 2016

Bachelor of Science in Sport Management

Spanish Minor

GPA: 3.63 / 4.0

- SMU Founder's Scholar
- Member of the National Society of Collegiate Scholars
- Sigma Alpha Epsilon Scholar
- Simmons Honor Roll

Spring 2014 - Present
Spring 2015 / Fall 2015
Spring 2014, Fall 2014

Southern Methodist University

Edwin L. Cox School of Business

Summer Business Institute

Summer 2016

The Cox Summer Business institute is an intensive 4-week program designed to give non-business majors in depth exposure to business basics such as finance, economics, marketing, accounting, law, and entrepreneurship.

WORK EXPERIENCE

Topgolf

Dallas, TX

Campaign Operations Specialist

July 2017 – Present

- Create, implement, maintain and report on campaigns in the Topgolf ad server, on properties included but not limited to: Digital Bays, Digital Posters, HD Spectaculars, Breakroom TVs, BI Dashboards, Social Walls, TGTV and TG Radio
- Take an active role in support of Topgolf's programmatic ad sales business which generated \$85k net revenue in the first 5 months of implementation.
- Take an active role in the Partnership sales process, advising on various campaign elements to ensure successful execution of partner campaigns, as well as determining new metrics for campaign success leveraging emerging technology.
- Update Partnerships team regularly regarding any product rollouts or improvements, then educating the team on these products as needed.
- Work closely with TI (software engineers) to troubleshoot and debug issues with any of the previously mentioned assets.
- Interact with client relations managers to update campaigns as requested by clients and address client concerns on a regular basis, as well as making creative suggestions to improve the guest experience.
- Work closely with all departments across Topgolf to determine the feasibility of new projects related to the Partnership department, or to support them otherwise.
- Ideate on new products for Partnership Sales, enhancements to the Topgolf guest experience, or process inefficiencies in-house, then take an active role in the project management of those ideas to create and expand new and existing revenue streams.
- Manage the relationship between Topgolf and our ad server, work closely to identify areas of improvement, communicating these clearly with the provider and providing feedback regularly. COS will lead weekly status calls, determine rollout priorities and timeframes, then hold team members accountable.
- Responsible for documentation of PPO department standard operating procedures or product descriptions. Ensure this documentation is available to the larger group.

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Client Relations Coordinator

January 2017 – July 2017

- Develop and maintain an in-depth knowledge of Topgolf's Corporate Sponsorships business model, as well as the company's overall operational strategy and vision
- Support the Partnerships team to maintain and foster positive relationships by assisting with implementation, delivery and management of Partner assets such as digital signage, promotions, and hospitality
- Assist the team with data entry, revenue tracking and reporting (KORE, Google docs, etc.)
- Draft proposal decks with partner deliverables and activation details
- Prepare recaps that detail and summarize sponsorship execution, including photographs, data compiling and analyzation
- Responsible for managing and executing assigned sponsorship contracts while maintaining professional relationships with each client
- Act as liaison between designated corporate partners, internal departments and Topgolf venues to fulfill contractual assets

Intern

September 2016 – January 2017

- Assist Global Partnerships team to fulfill contractual assets
- Research potential Topgolf Media partners
- Create and update proposals and presentations for the Global Partnerships department
- Assist with tracking partnership inventory and activation, such as signage, in-venue branding, promotions, digital/media, and hospitality
- Prepare client recaps that detail and summarize sponsorship execution, such as photo and data compiling
- Coordinate and implement sponsor promotions with Topgolf venues as assigned

Ballengee Group

Dallas, TX

Student Intern

January 2016 - Present

- Conducted market research for social media partnerships/pairings for over 150 professional athletes
- Managed the assembly of spring training packages for Ballengee's MLB clients
- Updated the client roster, MLB 40 man rosters, and team prospect lists using Excel
- Worked directly on a successful MLB arbitration case performing client research and verifying stats

SALES RELATED EXPERIENCE

Sports Practicum Class (SMU)

Dallas, TX

Dallas Mavericks Ticket Sales Project

Fall 2015

- Successfully completed a two-month project with the Dallas Mavericks to market, promote and sell the NBA game experience to prospective fans. Gained valuable sales training and experience in selling tickets and ticket packages and finished in the top 5% of the class with \$638.25 in sales.

ADDITIONAL SKILLS

Language: Proficient in Spanish, spent June and July of 2015 in Madrid, Spain living with a host family

Computer Abilities: Skilled in the use of Microsoft Word, PowerPoint and Excel, Ad Operations software (DFP, AdX, Vistar Media, Appspace, OpenX), all forms of social media