

Joseph Ross
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Education:
University of Cincinnati

Expected Graduation: 2017

Major: Sports Administration

Experience:

Columbus Blue Jackets UC Ambassador to Student Rush Program October 2016-Present

- Handpicked by the Manager of Inside Sales to be the first UC Ambassador
- Tasked with collaborating with two fellow Ambassadors to promote and sell Student Rush tickets and packages to UC students and organizations
- Meet and exceed set individual and UC sales goals compared to other Ohio schools in the program

Akron Racers Ticket Sales/Community Relations Intern May 2016-August 2016

- Cultivated relationships with groups and businesses and engaged with the community outside of the softball world to create interest in attending Racers games
- Responsible for selling tickets using Glitnir Ticketing, made phone calls to existent and created databases, cold calling, filling walk-in and phone orders, supervising and staffing ticket windows during games, customer service during and following games, compiling daily/weekly sales numbers, orchestrating group outings, and other office and stadium duties as needed
- Received professional sports sales consulting from Kathy Burrows, owner of Sold Out Seating

University of Cincinnati Ticket Office Fan First Center Intern November 2015-March 2016

- Helped provide customer service for ticket holders during games
- Generated \$3300 in ticket sales this season up from \$1000 they did last year
- Maintained and created long-term loyalty with UC fan base
- Assisted the in-game promotions coordinator
- Helped create attractive 'in-game' ticket specials designed to reward fans that are at the game

Research:

Professional Sports Teams' Marketing Efforts in Columbus, Ohio July 2015-June 2016

- Studied the balance between competition and cooperation between sports franchises and how that affects the work environment
- Researched to see how this balance of cooperation and competition has influenced nearby NFL franchises in the Columbus market
- Interviewed front office executives of the Cleveland Browns, Cincinnati Bengals, Indianapolis Colts and the Columbus Sports Commission
- Received a \$1700 research grant from the Undergraduate Research Committee in Human Services
- Accepted as a poster presentation at the Sports Entertainment and Venues Tomorrow Conference

Volunteering:

Society of Sports Leaders Group Trips Coordinator
University of Cincinnati Bearcats Fans First Student Representative
Cincinnati Reds Redsfest
City Gospel Mission Roberts Academy Youth Soccer
Cincinnati Reds Community Fund Split the Pot
Society of Sports Leaders Symposium Committee

October 2016-Present
August 2016-Present
December 2015
October 2015
September 2015
September 2015-Present