

Thomas Lee

(434) 555- 4444
1234 Sample Dr.
Lynchburg, VA
sample@liberty.edu

PROFESSIONAL SKILLS PROFILE

- Social Media Management
- Strong Organizational Skills
- Excellent Communication Skills
- Athletic Marketing
- Strategic Planning
- Event Planning and Coordination

EDUCATION

B.S. Sport Management, Liberty University, Lynchburg, VA Anticipated May 2014
Minor: Coaching
Honors: Dean's List, Fall 2010 – Present
GPA: 3.5; **GPA in Major:** 3.8
Computer Skills: Microsoft Office Suite; Adobe Photoshop; Google Analytics; SEO; Final Cut Express

EXPERIENCE

Athletic Operations Intern, University Athletics, Lynchburg, VA September 2011 - Present

- Heavily involved in all aspects of production of State to State Bicycle Tour sponsored by athletics
- Coordinate unique marketing initiatives focusing on sponsorship packages, youth outreach programs, and student-athlete involvement with charitable organizations
- Assist with general office duties as assigned, including filing, phone and email correspondence

Marketing Intern, Mission Marketing, Lynchburg, VA September 2011 - Present

- Collaborate with team of 6 peers to create marketing strategies for Division I sports teams
- Utilize Google Analytics and Hootsuite to engage and manage social media following
- Increased followers by 75% and customer engagement by 30% through social media initiatives
- Participate in weekly brainstorming meetings with various levels of management

Assistant Coach, Flicker Kickers Soccer, Lynchburg, VA May 2010 – Present (Seasonal)

- Train and motivate team of 16 elementary school athletes for success in athletics and teamwork
- Serve as a liaison between parents, head coach, and athletes
- Organize and schedule weekly team practices and monthly parent meetings

Sports Writer, Liberty Champion, Lynchburg, VA January 2010 – May 2010

- Wrote weekly content for website and school paper, covering features, previews, and recaps
- Co-wrote scripts for bi-weekly podcasts previewing upcoming events and reviewing past events
- Assisted in creation of promo videos for upcoming events, utilizing Final Cut to produce videos

COMMUNITY SERVICE

Volunteer, Baseball Skills Camp, Millsburg, OH May 2011 – August 2011

Peer Leader, Lynchburg, VA January 2011 – Present

- Facilitated weekly spiritual support groups for 6 men on residence hall