**John r. Carroll**

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**Education**

**University of Maryland College Park**

**Robert H. Smith School of Business** Expected: May 2023

Bachelor of Science Overall GPA: 3.6

Double Major: Marketing, Operations Management Business Analytics

**Experience**

**University of Maryland Athletics** College Park, MD

*Softball Secondary Contact* January 2022– Present

* Operate as lead contact for group experience on Softball gamedays
* Work with marketing, media relations and coaching staff to set goals and develop an external strategy plan
* Assist in the creation and execution of marketing plans for Maryland Softball programs

*Marketing Strategy and Fan Experience Intern* August 2021– Present

* Conduct research regarding ticket sales, promotions, and other areas
* Direct pre-game, in-game, and post-game entertainment, and promotional events at various sporting events
* Serve as on-field coordinator for football and basketball games, executing pregame pageantry, sponsored promotions, and recognitions
* Aid in communicating with Productions and Operations staff during games to follow strict time frames

**Route One Apparel** Towson, MD

*Sponsorship and Brand Ambassador Coordinator* July 2021– Present

* Launched and oversee Collegiate Athlete sponsorship program
* Manage social media content with brand ambassadors and college athletes
* Generated over $1500 in revenue from athletic sponsorships using customized discount codes

*Inventory Manager* April 2020– June 2021

* Consolidated inventory in the warehouse to create space for arriving products
* Monitored hundreds of incoming inventory orders weekly and transfer them into Shopify
* Expedited over 40,000 face mask orders to customers during COVID-19 pandemic peak

**Sterling Forever Jewelry** Towson, MD

*Fulfillment Specialist* December 2018– August 2019

* Designed showroom displays for advertisement on Good Morning America
* Organized warehouse spaces to maximize efficiency
* Fulfilled high volumes of orders, meeting critical deadlines for Amazon Prime orders

**Activities**

**College Park Scholars, Public Leadership** August 2019 – May 2021

* Evaluated past and present leaders for their effectiveness
* Gained valuable skills such as public speaking and persuasive speaking

**Collegiate Financial Group** September 2019

* Attended presentations on investing and financial planning
* Gained a better understanding of what to expect financially post-college

**Volunteer Experience**

**CAA Basketball Tournament** Washington DC

*Marketing Volunteer* March 2022

* Handled In-Game promotions and activations during tournament games

**Annunciation Cathedral Greek Festival** Baltimore, MD

*Food Line Volunteer* October 2019

* Served hundreds of customers during lunch and dinner hours
* Worked with kitchen staff to restock and replenish food items when necessary

**Skills**

Computer: MS Word, MS Excel, MS PowerPoint, Photoshop, Shopify, Instagram, Twitter, FaceBook, Klaviyo

Languages: Proficient in Spanish