

# ZACK J. DAMON, PHD. MBA.

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## EDUCATION

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Graduate Certificate. University of Central Arkansas Managing Information Systems Cognate: Data Analytics (R and Python)	Conway, AR Anticipated Graduation: May 2022
Ph.D. Texas A&M University Sport Management Cognate: Leadership/Organizational Theory	College Station, TX August, 2018
M.B.A. Georgia Southern University Cognate: General Management	Statesboro, GA May, 2012
B.S. Georgia Southern University Major: Sport Management Minor: Business Administration, Coaching	Statesboro, GA May, 2010

## ACADEMIC APPOINTMENTS

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2022-Present	<b>Assistant Professor- Texas Tech University</b> College of Arts & Sciences; Department of Kinesiology and Sport Management Lubbock, TX.
2018-2022	<b>Assistant Professor- University of Central Arkansas</b> College of Health & Behavioral Sciences; Department of Exercise & Sport Science, Conway, AR.
2017-2022	<b>Sport Management Graduate Program Director- University of Central Arkansas</b> College of Health & Behavioral Sciences; Department of Exercise & Sport Science, Conway, AR. <i>*Created brand new Sport Management Online Master's Degree program.</i> <i>*Solo person Sport Management division, 4/4 or 5/5 teaching load, all admin and advising.</i>
2019-Present	<b>Sport Management Contributor Author- Capsim</b> Author of upcoming Sport Management virtual simulation learning experiences.
2020	<b>Adjunct – Western Carolina University</b> College of Business; Sport Management Graduate Program, Cullowhee, NC.
2017-2022	<b>Adjunct- University of South Dakota</b> School of Education; Department of Kinesiology and Sport Management, Vermillion, SD.

2016-2018

**Instructor- University of Central Arkansas**

College of Health & Behavioral Sciences; Department of Exercise & Sport Science,  
Conway, AR.

## RESEARCH

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### JOURNAL PUBLICATIONS

[\**SSCI* = Journal Listed in the Social Science Citation Index]

Pickett, A.C., Ammon, R., Kruger, L.B., Yang, H.S., Powell, A., Brown, K.M., & **Damon, Z.J.** (2022). Higher education in a pandemic: An exploratory study of student challenges and faculty strategies for promoting student success during COVID-19. *International Journal of Kinesiology in Higher Education*. [Online ahead of print]. DOI: 10.1080/24711616.2022.2115956.

James, E. P., Zanin, A., & **Damon, Z. J.** (In-press). Blue-collar and healthy work identities: How parallel ideal work identities sustain unobtrusive control on the shop-floor. *Management Communication Quarterly*.

**Damon, Z. J.**, Leberman, S.I., Wells, J., Burton, L., Ferkins, L., Weese, J., & Welty Peachey, J. (2022). Privileging practice in sport leadership: Applying relational reflexivity. *Journal of Sport Management*, 36(4), 394-407. DOI: <https://doi.org/10.1123/jsm.2020-0407>.

Milstein, S., & **Damon, Z. J.** (2021). College sport decision-making processes to adding sport post-2008 recession. *Journal of Intercollegiate Sport*.

Lairamore, C., Reed, C. C., **Damon, Z. J.**, Rowe, V., Baker, J., Griffith, K., VanHoose, L. (2019). A peer-led interprofessional simulation experience improves perceptions of teamwork. *Clinical Simulation in Nursing*, 34, 22-29.

Pickett, D., Goldsmith, A. L., **Damon, Z. J.**, & Walker, M. (2016). The influence of sense of community on the perceived value of physical activity: A cross-context analysis. *Leisure Sciences*, 38(3), 199-214. *\*SSCI*

Welty Peachey, J., **Damon, Z. J.**, Zhou, Y., & Burton, L. J. (2015). Forty years of leadership research in sport management: A review, synthesis, and conceptual framework. *Journal of Sport Management*, 29, 570-587. *\*SSCI*

### PUBLICATIONS IN-PROGRESS

[\*= manuscript is being written, #= in data analysis stage, ^= in data collection stage, + = conceptual in nature/no data needed, underline = student author]

**Damon, Z. J.**, Pickett, D., Brown, K. M., Ward, J., & Davis, S. (Under Review). Leaders' role in promoting diversity and inclusion in sport: A case study of an NCAA Division I athletic department. *Journal of Issues in Intercollegiate Athletics*.

Green, E.R., Rose, K., **Damon, Z. J.**, & Hancock, M. (Revisions for 2<sup>nd</sup> round of review in progress). Organizational change in sport: An integrative literature review. *Journal of Sport Management*.

Pickett, D. C., Brown, K. M., **Damon, Z. J.**, & Brison, N. (Under Review). Athlete endorsers in (potentially) misleading weight loss advertisements targeting men: Examining influence on believability, recall, and purchase intentions. *Journal of Customer Behaviour* (h-I: 13).

Pickett, A.C., Williams, S.E., & **Damon, Z.J.** (Under Review). Special Olympics involvement and families of individuals with intellectual disabilities: Impacts on sense of community, social isolation, and health. *Sport, Business, and Management: An International Journal*. (IF: 0.38; h-I: 20).

Mueller, J., Matz, R., **Damon, Z. J.**, Naraine, M. L., & Corbett, B. (Under Review). Maintaining team cohesion during a pandemic: A longitudinal case study of USA rugby 7s. *Journal: Managing Sport and Leisure*.

\***Damon, Z. J.**, Pickett, D. C., Walker, N., Brown, K. M., Agyemang, K. J., & Singer, J. N. (In Progress). *Perceptions of sport organization authenticity among their public relations statements and policies on Black Lives Matter and social justice*. Target Journal: *Journal of Sport Management*. Target Submission: Fall 2022.

\***Damon, Z. J.**, Pickett, D. C., Hayduk, T., & Brown, K. M. (In Progress). A case study examining leadership succession longitudinally using leader-member exchange theory in a sport fitness organization. *Target Journal: Journal of Sport Management*. Target submission: Fall 2022.

\***Damon, Z. J.**, Wells, J., & Welty Peachey, J. (In Progress). *A commentary and conceptual model for sport managers to adopt servant leadership in their communication during a time of crisis amid the COVID-19 pandemic*. Target Journal: *Sport Innovation Journal*. Target Submission: Fall 2022.

\***Damon, Z. J.**, Welty Peachey, J., Ward, J., Pickett, A. C., & Wells, J. (In Progress). What is in a moment: An examination of micro-moments of leader development in sport. *Target Journal: Journal of Intercollegiate Sport*. Target Submission: Fall 2022 \*Previously underwent two rounds of review at Sport Management Review.

\***Damon, Z. J.**, & Welty Peachey, J. (In Progress). Use of the sociogram method in sport management leadership research. *Target Journal: Quest*. Target Submission: Spring 2023.

^**Damon, Z. J.**, Welty Peachey, & Wells, J. (In Progress). A grounded theory study toward follower-leadership development theory in sport *Target Journal: Journal of Sport Management*. Target Submission: Summer 2023. \*Funded through the Janet B. Parks NASSM Research Grant.

## **NON-REFEREED PUBLICATIONS**

Burton, L. J., Welty Peachey, J., & **Damon, Z. J.** (2014). Transformational, transactional and servant leadership. In J.F. Borland, G.K. Kane, and L.J. Burton (Eds.). *Sport Leadership in the 21st Century* (pp. 43-63). Burlington, MA: Jones & Bartlett Learning.

## **FUNDED RESEARCH | GRANTS & CONSULTATIONS**

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- **Damon, Z., J.** (PI) *Sport Management Recruitment and Marketing Grant*  
Agency: University of Central Arkansas (UCA)– Graduate School Competitive Recruiting Fund  
Total: \$2,500 **AWARDED**.  
Timeline: February 2021-June 2021
- **Damon, Z., J.** (PI), Brown, K. M. (Co-PI), & Pickett, A. C. (Co-PI). *Cross-divisional partnership for student-athlete well-being and leadership skills development*.

Agency: National Collegiate Athletic Association (NCAA)– Innovations in Research and Practice Grant Program

Total: \$25,000 **Not funded**.

Timeline: February 2020-January 2021

- **Damon, Z., J.** (PI). *A mixed methods approach to forming a conceptual framework of follower leadership development*.

Agency: North American Society for Sport Management (NASSM) – Janet B. Parks Research Grant.

Total: \$2,382.00 **AWARDED**

Timeline: Fall 2019-Summer 2020

- **Damon, Z. J.** (PI). *A mixed method study to explore follower leadership development in sport*.

Agency: University of Central Arkansas- College of Health and Behavioral Sciences faculty time release stipend.

Total: \$3,000 **AWARDED**

Timeline: Summer 2019

- **Damon, Z. J.** (PI), & Welty Peachey, J. (Co-PI). *Sociogram in sport leadership: Investigating the “how” behind leader development*.

Agency: Global Sport Business Association- Junior Faculty Research Grant Competition

Total: \$1,000 **AWARDED**

Timeline: Spring 2018-Fall 2018

- Goldsmith, A. L. (PI), Pickett, D. (Co-PI), **Damon, Z. J.**, (Co-PI), & Walker, M. (Co-PI). *Cost-Benefit Analysis on Fitness Facility Service Provisions: Feasibility Study and Interest Inventory*.

Agency: Aggieland Fitness

Total: \$5,000 (**funded**).

Timeline: April 2014- June 2014

## **RESEARCH | TECHNICAL REPORTS | CONSULTATIONS**

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[# = Authors contributed equally]

**Damon, Z. J.** (Ongoing). *Assessing Coaching Leadership and Leader Development Among Intercollegiate Athletic Players Report*. Report to be submitted to Anonymous Division III College. Arkansas. (Name withheld as this is an ongoing project).

**#Damon, Z. J.**, **#James, E.**, & Walker, M. (2016, August). *Workplace Wellness and Health Initiatives Satisfaction and Participation report*. Report submitted to Anonymous Blue-Collar Business. Lubbock, TX.

**Damon, Z. J.** (2015, November). *Leadership Change and Brand Community Time-Series Analysis report*. Report Submitted to BlackBox Strength & Conditioning, College Station, TX.

**Damon, Z. J.**, Goldsmith, A. L., Pickett, D., & Walker, M. (2014, August). *2014 BlackBox Member Satisfaction report*. Report submitted to the BlackBox Strength & Conditioning. College Station, TX.

Goldsmith, A. L., **Damon, Z. J.**, Pickett, D., & Walker, M. (2014, August). *2014 Aggieland Fitness Member Satisfaction and CrossFit ROI report*. Report submitted to the Aggieland Fitness. College Station, TX.

Pickett, D., Goldsmith, A. L., **Damon, Z. J.**, & Walker, M. (2014, August). *2014 CrossFit 979 Member Satisfaction report*. Report submitted to the CrossFit 979. College Station, TX.

## **CONSULTATIONS OUTSIDE THE UNIVERSITY**

- Anonymous Blue-Collar Business. Lubbock, TX.
- BlackBox Strength & Conditioning. College Station, TX.
- Aggieland Fitness. College Station, TX.
- CrossFit 979. College Station, TX.
- Apparel Company. Canton, MA.

## PRESENTATIONS

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[\*= Presentation with Student. Name of student is italicized., #= Research Competition Winner]

**Damon, Z. J.** & Wells, J. E. (2022). Follower leadership development: A grounded theory approach to new sport theory. *North American Society for Sport Management Conference*. Atlanta, GA. June 2022. (Verbal).

**Damon, Z. J.**, Pickett, A. C., & Brown, K. M. (2022). Integrating servant leadership into the sport business intelligence decision-making process. *Global Sport Business Association Conference*. March 2022. (Poster).

**Damon, Z. J.**, Pickett, D. C., Walker, N., Brown, K. M., Agyemang, K. J., & Singer, J. N. (2021) Perceptions of sport organization authenticity among their public relations statements and policies on Black Lives Matter and social justice. *North American Society for Sport Management Conference*. Virtual. June 2021. (Virtual, Oral presentation).

Brown, K. M., Pickett, A. C., & **Damon, Z. J.** (Accepted for Presentation). Securing the foundation of sales and fundraising principles via a fundraising final project. *North American Society for Sport Management Conference*. San Diego, CA. May 2020. (Teaching and Learning Fair).

\*Ward, J., & **Damon, Z. J.** (Accepted for Presentation). Examining the change in leadership process through a social construction of leadership lens among intercollegiate athletes. *North American Society for Sport Management Conference*. San Diego, CA. May, 2020. (Poster).

Pickett, A. C., & **Damon, Z. J.** (Accepted for Presentation). Leveraging sport organizations for health behavior: The influence of Special Olympics participation on caregiver social isolation and overall wellbeing. American Academy of Health Behavior Conference. Napa Valley, CA. March, 2020. (Poster).

**Damon, Z. J.**, Pickett, A. C., & Brown, K. M. (2020). Examining pros, cons, and potential pitfalls in creating and growing online sport management master's programs. *Global Sport Business Association Conference*. Cozumel, MX. February, 2020. (Verbal).

**Damon, Z. J.**, & Waltemyer, S. (2019). A life-stories investigation into leaders in sport. *Sport Management Association of Australia and New Zealand*. Christchurch, NZ. December, 2019 (Verbal).

**Damon, Z. J.**, & Cunningham, G. B. (2019). Gender, race, and incivility among sport employees. *Sport Management Association of Australia and New Zealand*. Christchurch, NZ. December, 2019 (Verbal).

**Damon, Z. J.**, & Brown, K. M. (2019). Gendered leadership sport brand strategy and marketing during crises. *Sport Marketing Association Conference*. Chicago, IL. November, 2019 (Poster).

- Damon, Z. J.,** Ferkins, L., Leberman, S.I., Weese, J., & Wells, J. (2019). The changing face of leadership within sport: What does the future hold? *North American Society for Sport Management Conference*. New Orleans, LA. May, 2019 (Verbal- 60-minute symposium).
- \**Davis, S., \*Ward, J., & Damon, Z. J., advisor.* (2019). Assessing group cohesion among intercollegiate sport teams through sociograms and the group cohesion index. *North American Society for Sport Management Conference*. New Orleans, LA. May, 2019 (Poster).
- Damon, Z. J.,** & Welty Peachey, J. (2019). Year two of a longitudinal study: Examining follower leadership development among NCAA student athletes. *Global Sport Business Association Conference*. Cozumel, MX. March, 2019 (Verbal).
- Damon, Z. J.,** & Pickett, D. (2019). An investigation into how sport leaders view their leadership role in shaping diverse and inclusive strategy. *Global Sport Business Association Conference*. Cozumel, MX. March, 2019 (Verbal).
- Damon, Z. J.,** & Welty Peachey, J. (2018). An introduction and guide to using sociograms as a data collection method to examine leadership and follower development in sport management. *Sport Management Association of Australia and New Zealand*. Adelaide, AU. November, 2018 (Verbal).
- Damon, Z. J.,** & Welty Peachey, J. (2018). A sociogram says a thousand words: An examination of leadership and follower development among NCAA athletes. *North American Society for Sport Management*. Halifax, Nova Scotia. June, 2018 (Verbal).
- #**Damon, Z. J.,** & Welty Peachey, J. (2018). Sociogram in sport leadership: Investigating the “how” behind leader development. *Global Sport Business Association Conference*. Fort Lauderdale, FL. March, 2018 (Poster-Junior Faculty Research Grant Competition).
- Damon, Z. J.,** & Walker, M. (2017). The influence of leadership on sense of community: Examining authentic, servant, transactional, and transformational theories in sport. *North American Society for Sport Management*. Denver, CO. June, 2017 (Verbal).
- Damon, Z. J.,** Hayduk, T., & Walker, M. (2017). Let’s talk about L.M.X. baby: And brand community. *Global Sport Business Association Conference*. Fort Lauderdale, FL. February, 2017 (Verbal).
- Damon, Z. J.,** James, P., Pickett, A., & Walker, M. (2017). One collar, two collar. White collar, blue collar. A study on workplace wellness, leadership, and organizational culture. *Global Sport Business Association Conference*. Fort Lauderdale, FL. February, 2017 (Verbal).
- Hayduk, T., **Damon, Z. J.,** & Walker, M. (2016). Corporate social responsibility as a human resource advantage for sport organizations. *North American Society for Sport Management*. Orlando, FL. June, 2016 (Verbal).
- Damon, Z. J.,** & Walker, M. (2016). Authentic leadership theory in sport management and its influence on sense of community: An exploratory qualitative study. *North American Society for Sport Management*. Orlando, FL. June 2016 (Verbal).
- Brown, K.M., **Damon, Z.J.,** & Pickett, A.C. (2016). Job preparedness, networking, and mock interview assignment: A one-year follow-up. Teaching and Learning Fair at the *North American Society for Sport Management Conference*, Orlando, FL.

- Pickett, A., Goldsmith, A. L., **Damon, Z. J.**, & Walker, M. (2016). The influence of sense of community in physical activity spaces: A cross-context analysis of value and progress. *Global Sport Business Association Conference*. Miami, FL. February, 2016 (Verbal).
- Damon, Z. J.**, Brown, K., & Walker, M. (2015). Brand community in the box: A time-series approach to measuring the influence of organizational identification on brand community. *Sport Marketing Association Conference*. Atlanta, GA. October, 2015 (Verbal).
- Brown, K., **Damon, Z. J.**, & Walker, M. (2015). More than stretchy pants and burpees? A brand community comparative analysis on CrossFit and Lululemon. *Sport Marketing Association Conference*. Atlanta, GA. October, 2015 (Verbal).
- Pickett, A.C., & **Damon, Z.J.** (2015). Networking and mock interview assignment for internship candidate students. Teaching and Learning Fair at the *North American Society for Sport Management Conference*, Ottawa, B.C., Canada.
- Damon, Z. J.**, & Walker, M. (2015). Sport community development through leadership: A conceptual model in creating sport specific theory. *2015 Southern Sport Management Conference*. Baton Rouge, LA. February 2015 (Poster).
- Damon, Z. J.**, & Welty Peachey, J. (2014). A conceptual model integrating IMOI, servant leadership, and team charter of ethics for sport organizations. *2014 North American Society for Sport Management*. Pittsburgh, PA. May 2014 (Poster).
- \*\*Damon, Z. J.**, & Walker, M. (2014). The CrossFit coach as a servant leader? A study of servant leadership, trust, social capital, community, and well-being. *2014 Southern Sport Management Conference*. Nashville, TN. March, 2014 (Verbal) Student Research Competition Finalist.
- Damon, Z. J.**, & Welty Peachey, J. (2013). A preliminary examination of the IMOI model and a call to include servant leadership and ethics. *2013 Texas Sport Management Student Symposium*. College Station, TX. February, 2013 (Verbal).
- Damon, Z. J.**, & Hall, T. (2010). Savannah Hockey Classic: Assessing brand personality of a sport event. *Phi Kappa Phi Research Symposium, Georgia Southern University*. Statesboro, GA. April, 2010 (Verbal).

## **TEACHING**

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### **TEXAS TECH UNIVERSITY**

#### **INSTRUCTOR**

SPMT 5322 **Master's level**. (Fl 2022)

### **UNIVERSITY OF CENTRAL ARKANSAS**

#### **INSTRUCTOR**

EXSS INDEPENDENT STUDY **Master's level**. (Sp 2019, Fl 2019)

#### **INSTRUCTOR**

EXSS 6605: (ONLINE) Sport Management Capstone Course: Business Simulation **Master's level.** (Sp 2019, 2020, 2021)

**INSTRUCTOR**

EXSS 6316: (ONLINE) Data Analysis **Master's level.** (FI 2021)

**INSTRUCTOR**

EXSS 6305: (ONLINE) Sport Organization Communication **Master's level.** (FI 2018, 2019, 2020, 2021)

**INSTRUCTOR**

EXSS 6325: (ONLINE) Sport Law Aspects **Master's level.** (Sm 2018, 2019, 2020, 2021)

**INSTRUCTOR**

EXSS 5325: (ONLINE) Financial Principles in Sport Management **Master's level.** (Sp 2018, 2019, 2020, 2021)

**INSTRUCTOR**

EXSS 4351: *Sport and Fitness Administration* (FI 2017).

**INSTRUCTOR**

EXSS 5315: (ONLINE) *Leadership in Sport Management* **Master's level.** (FI 2017, FI 2018, 2019, 2020).

**INSTRUCTOR**

EXSS 4320: *Measurement and Evaluation in Human Performance* (Sp 2017, Sp 2018).

**INSTRUCTOR**

EXSS 6370: *Athletic Administration* **Master's level.** (FI 2016).

**INSTRUCTOR**

EXSS 4395: *Sport in American Society* (FI 2016 – present, 2 sections each semester).

**WESTERN CAROLINA UNIVERSITY**

**INSTRUCTOR**

SM 620.51: (ONLINE) *Sport Administration and Governance* **Master's level.** (FI 2020).

**UNIVERSITY OF SOUTH DAKOTA**

**INSTRUCTOR**

KSM 790: (ONLINE) *Seminar Professional Skills in Sport* **Master's level.** (FI 2017, 2018, 2019).

KSM 787: (ONLINE) Current Issues in Sport Management **Master's level.** (Sp 2021).

KSM 796: (ONLINE) Strategic Sport Communication **Master's level.** (FI 2021)

**TEXAS A&M UNIVERSITY**

**INSTRUCTOR**

SPMT 336 (ONLINE): *Diversity in Sport* (Smr, 2015 FI, 2015).



**INSTRUCTOR**

SPMT 482: *Seminar in Writing* (Smr 2014, Sp 2015).

**INSTRUCTOR**

SPMT 225: *Practical Skills for the Sport Professional* (Fl, 2014).

**TEACHING ASSISTANT**

SPMT 319 (ONLINE): *Sociology of Sport* (Sp 2013, Smr 2013, Fl 2013, Sp 2014, and Smr 2014).

**TEACHING ASSISTANT**

SPMT 336 (ONLINE): *Diversity in Sport* (Sp 2013).

**GEORGIA SOUTHERN UNIVERSITY****PEER INSTRUCTOR**

FYE 1210: First Year Experience and Freshman Orientation (Fl, 2011).

**PEER LEADER**

FYE 1210: First Year Experience and Freshman Orientation (Fl, 2010, 2 sections).

**AWARDS | PROFESSIONAL DEVELOPMENT | SERVICE**

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**2021-2022** University of Louisville: Dissertation Committee Member for Green, E.

**2019** University of Central Arkansas: Outstanding Faculty Member for Teaching and Engagement with Students, recognized by UCA President and Athletic Department at the home opening football game.

**2019** North American Society for Sport Management: Janet B. Parks Research Grant Recipient.

**2017-2018** Global Sport Business Association Conference: Junior Faculty Research Grant Competition Winner (March, 2018).

**2020 – Fall** International outside Thesis examiner for Auckland University of Technology, Auckland, New Zealand.

**2016-2022** University of Central Arkansas Graduate Student supervisions:

- 1 Outside committee member for University of Louisville Dissertation (2021 -present)
- 4 Exercise science graduate student final exam review member
- 1 International outside-reader and grader for New Zealand Dissertation
- 1 Thesis committee member
- 3 Graduate student directed study supervision

**2016-2021** Interdisciplinary Education (IPE) committee: Exercise and Sport Science Department Representative.

**2015** DOHA Gathering Of All Leaders in Sport (GOALS) Forum: Texas A&M Student Ambassador.

**2014** Southern Sport Management Conference Student Research Competition Finalist.

**2013-2016** Graduate and Professional Student Council (GPSC): Sport Management Division Co-President and Delegate. Representative of the College of Education & Human Development to the entire GPSC body.

## **PROFESSIONAL ASSOCIATION MEMBERSHIPS | EDITORIAL SERVICE**

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### **Memberships:**

- North American Society for Sport Management
- Global Sport Business Association
- Sport Management Association of Australia and New Zealand
- Sport Marketing Association
- Omicron Delta Kappa Honor Society
- Phi Eta Sigma Honor Society (Former President of Georgia Southern University Chapter)

### **Editorial Service:**

- Sport Management Education Journal – **Editorial Board Member**
- Sport Marketing Quarterly Journal- **Editorial Board Member**
- Global Sport Business Journal- **Associate Editor**
- Sport Management Review- Invited reviewer
- Event Management- Invited reviewer
- Journal of Intercollegiate Sport- Invited reviewer
- Sport Marketing Association Conference- Invited abstract reviewer
- North American Society for Sport Management- Invited abstract reviewer
- Sport Management Education Journal- Invited reviewer
- Sport Innovation Journal- Invited reviewer
- International Journal of Sports Science and Coaching- Invited reviewer
- International Journal of Sport Communication- Invited reviewer
- Journal of Sports Marketing and Sponsorship- Invited reviewer

## **INDUSTRY EXPERIENCE**

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### **The Twelve Select Baseball Academy- Coach**

**August 2012-June 2014**

- Coached 9 and under teams while conducting game and practice management.
- Aided in the organization of, theorizing behind, and disbursement of the organization's first leadership program initiative.
- Participated in the scouting of players at tryouts.

### **Georgia Southern University**

## **Office of Student Media**

### **Sales Manager & Business Advisor**

**August 2010-May 2012**

- In charge of the entire business side of operations including the hiring, training and managing of a sales team; tracking the team's progress to meeting annual budget of \$135,000.
- Organized and implemented the first marketing department for the office in 8 years.
- Started and led marketing events such as the "thegeorgeanne.com" Tailgate contest, the Pitch-In, First Amendment Free Food Festival and "George-Anne and Joe".
- Handled the largest accounts, including national advertising agencies.
- Assisted the Director in any way needed, including advising business decisions and marketing tactics.

### **Business Manager**

**April 2009-July 2010**

- Conducted weekly business staff meetings, outlining sales/marketing strategies and also created incentive programs.
- Created a "dummy" each publication which included rough draft of the overall publication and ad placements.
- Managed a sales staff; also was in charge of the recruiting, hiring and training of sales reps.
- Created new sections in the newspaper (George-Anne) in order to increase revenue streams and business.
- Sought out new clients to establish a business relationship with.
- Member of the Student Media Advisory Board and the Executive Board.

### **Sales Ad Representative**

**February 2009-April 2009**

- Sold ads in the student newspaper and magazine publications to local businesses.
- Commission only based pay position.
- Established and maintained personable business relationship with all clients.
- Charged with hiring and managing the first "Street Team" of five students to pass out publications on a daily basis.

## **University of West Georgia**

### **Operations Intern at the Coliseum**

**May 2010-June 2010**

- Assisted in daily operations and upkeep of the Coliseum facility including maintenance of courts, setup and tear down of materials for various events.
- Aided event management; including security, parking and crowd control as well as supervising facility use.
- Participate in the search of, interviewing process, and hiring process for an assistant director.

### **Assistant JV Baseball Coach at Bulloch Academy Middle School**

**Spring 2010-Spring 2011**

- Aided in operations and organization of practice and game management.
- Worked with hitters in both group and one-on-one settings.
- Worked with infielders in group and one-on-one sessions.
- Provided the players with a positive role model.

### **Intern with the Greater Savannah Sports Council**

**May 2009-January 2010**

- Sold new and renewed previous sponsorships for the Savannah Tire Hockey Classic.

- Designed and managed a new on-ice promotion for in-between periods of the Savannah Tire Hockey Classic.
- Assisted with volunteer recruitment for Special Olympics Masters Bowling Tournament.
- Aided in the setup and take down of the Enmark Savannah River Bridge Run.
- Proofread and updated the race packet for the Enmark Savannah River Bridge Run.
- Participated in various board meetings for each event and aided in search for new sport events to bring to Savannah such as the Rock n Roll Marathon.

**Chief Marketing Director at CrossFit Statesboro**

**August 2008-July 2009**

- Designed marketing strategies for the firm to implement to gain clients through the local community and university student body.
- Built the brand and created brand awareness through marketing campaigns and events.
- Organized deal with local television company to orchestrate an aired commercial.