

John Jones

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SPORTS MARKETING EXPERIENCE

Citizens Financial Group

2/06 - Present

Sponsorship Marketing Consultant - Citizens Bank Park

- Report directly to Senior Vice President of Marketing.
- Advise Citizens Bank on implementation of marketing programs for \$95 million naming rights sponsorship.
- Plan and execute marketing initiatives including *Ballpark Bankers* casting call, *Citizens 7* multi-media campaign, *Surprise & Delight* ATM coupon promotion, and Colleague Appreciation Week.
- Serve as liaison between Citizens Bank Sponsorship Marketing Team and Philadelphia Phillies executives.
- Collaborate on inaugural year strategic marketing with partners including Major League Baseball, Aramark, McDonald's, Velocity Sports & Entertainment, Arnold Communications, and Don Jagoda Associates.

New England Patriots

4/98 - 1/06

Corporate Sales Executive

- Aggressively prospected companies with local presence for marketing partnership opportunities.
- Created and sold unique sponsorships including media, signage, promotional rights and hospitality.
- Forged and cultivated relationships with business decision-makers throughout life of partnership.
- Achieved sales force team goal of NFL-record \$40 million in sponsorship sales.
- Generated revenue streams of over \$6.25 million in the inaugural year of Gillette Stadium.

Corporate Sales Executive – New England Revolution

- Created and executed marketing initiatives to promote sales and awareness of inaugural MLS season.
- Designed and implemented strategies to increase sales of NFL and MLS hospitality opportunities.

Boston Red Sox

2/96 – 8/96

Group Sales Representative

- Targeted community, civic, and professional organizations for sale of Fenway Park group tickets.
- Marketed 600 Club luxury seating to regional businesses.

World Cup USA

1/96 – 2/96

Sales Representative

- Marketed luxury packages to World Cup Soccer events across all host venues nationwide.
- Generated one-quarter million dollars in sales volume by creating and implementing marketing strategies.

New Boston Garden Corporation

5/94 - 1/96

Sales Executive

- Generated revenue of \$10 million through sales of the FleetCenter's Premium Seating program.
- Planned, designed and implemented marketing outreach programs, including direct mail and print material, identifying and penetrating specific target markets.

EDUCATION

Boston College, Carroll Graduate School

1997

- Masters in Business Administration, Marketing & Finance Concentration
- Graduate Assistant, Organization Studies Department

University of Pennsylvania, The Wharton School

1992

- Bachelor of Science in Economics, Marketing Concentration