

KEESHNA LEVY

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366 RICHLAND AVENUE

APT. 5109

ATHENS, OH 45701

EDUCATION

Ohio University

Master of Business Administration, Anticipated in November 2009

Master of Sports Administration, Anticipated in June 2010

University of North Carolina at Chapel Hill

Bachelor of Arts in Spanish, August 2006

EXPERIENCE

Intern, Marketing, MAJOR LEAGUE SOCCER/SOCCER UNITED MARKETING, New York, New York, Summer 2009

- Created a marketing implementation plan to support the launch of the 2018/2022 World Cup Bid Website
- Created and managed national weekly email campaigns to increase apparel and ticket sales to MLS and international games
- Created and analyzed Spanish/English language marketing surveys that were conducted at 12 international soccer games
- Directed a staff of 8 to conduct marketing surveys at the Gold Cup Final: U.S. vs. Mexico at Giants Stadium
- Organized and maintained weekly Nielsen television ratings of all televised soccer programming

Business Consultant, APPALACHIAN REGIONAL ENTREPRENEURSHIP GROUP, Athens, Ohio, Oct. 2008 - June 2009

- Created the corporate strategy, marketing plan, and financial analysis to make recommendations for a start-up company
- Provided consulting services for businesses regarding marketing, operations, and finance strategies

Public Relations and Recruiting Assistant, UNC FOOTBALL, UNC-Chapel Hill, April 2003- May 2005

- Conducted tours of Kenan Football Center and guided recruits through the traditional weekly pre-game activities
- Established relationships with football recruits at weekly games to encourage prospective student athletes to attend UNC
- Assisted the UNC Football staff with preparation and operations for home games, recruiting dinners, camps and clinics
- Assisted the coaching staff with completing required daily tasks to ensure the enrollment of a top recruiting class

Intern, Online Marketing, EUROSPO, Hillsborough, NC, June 2005-August 2005

- Researched, applied website management skills, and organized soccer products on the live website to assist online customers
- Translated soccer terminology for the launch of the mock Mexican national team website
- Edited email drafts to ensure customers received accurate promotional details

Intern, TAR HEEL SPORTS NETWORK, Chapel Hill, NC, August 2003- April 2004

- Provided on-air personalities NCAA scores during live broadcasts of UNC football and basketball games
- Recorded and maintained statistics for men's and women's basketball games
- Operated studio equipment to provide footage for the taped weekly television sports show
- Organized questions from fans to address coaches during live radio broadcasts

Assistant, JEFFERSON PILOT SPORTS, Chapel Hill, Cary, & Raleigh, NC, August 2002-April 2005

- Researched resources to provide the production team with information on ACC teams and their players
- Assisted on-air personalities in the press box during live broadcasts of ACC basketball, football, and soccer games
- Coordinated communications with the producer, director, and technical staff by assisting with staff needs

Reporter, CAROLINA WEEK SPORTS, University of North Carolina at Chapel Hill, January 2005-May 2005

- Conducted interviews and edited footage of UNC athletics for the weekly UNC student-produced news show
- Wrote scripts for the anchors to read in the weekly sports broadcast
- Coordinated with the sports producers and reporters to ensure strong sports content

Manager, Women's Active Department, NORDSTROM, Streets at Southpoint Mall, Durham, NC, April 2007-May 2008

- Increased sales volume by 8% in November 2007 and 9% in January 2008
- Planned, prepared, and executed a business plan to achieve annual department goal of \$600,000
- Coached and developed employees to deliver outstanding customer service
- Collaborated with the regional manager and Nike representative to ensure the finest in fit, quality, value, and selection
- Maintained organization of merchandise to ensure a superior shopping experience for customers
- Established positive team relationships throughout the store and the company

Sales Associate, Jewelry Department, NORDSTROM, Streets at Southpoint Mall, Durham, NC, April 2006-April 2007

- Lead as the top seller in the Jewelry Department in 2006 by providing high quality service to Nordstrom customers
- Effectively communicated product knowledge to customers to achieve Jewelry Department's daily sales goal
- Maintained organization of merchandise and other supply needs on the sales floor
- Participated in the selective Future Nordstrom Leadership Program to learn the necessary skills for a management position

SKILLS

Proficient in Spanish
Adobe Dreamweaver

LEADERSHIP

Nordstrom Jewelry Department Top Seller, 2006
Future Nordstrom Leadership Program, 2006

ACTIVITIES

NCAA Convention Attendee, January 2009
Ohio University Football Volunteer, Fall 2008

