

# SEAN PHIFER

## **Permanent Address**

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## **Ohio Address**

366 Richland Ave., Apt. 3206  
Athens, OH 45701  
970-420-0614

## **EDUCATION**

Creighton University  
Bachelor of Arts in Journalism and  
Mass Communications - Public Relations  
Business Certificate (31 credit hours)  
May 2008

Ohio University  
Master of Sports Administration  
Expected June 2010  
Master of Business Administration  
Expected August 2009

## **EXPERIENCE**

### *Assistant Director of Marketing*

September 2009-Present

#### **Ohio University Athletics Department, Athens, Ohio**

- Strategized to help Ohio Football increase average home attendance by 8.8 percent and lead the MAC East in attendance for the first time since 2006
- Implement group ticket sales strategies including Business Backs the Cats and Touchdown Club to increase revenue and attendance for Bobcats' home football and basketball games
- Implemented marketing and sales plan for Little Caesars Pizza Bowl which limited financial losses by over \$200,000 for the department while seeing an attendance increase from 2006 bowl game
- Support all other marketing and promotions strategies including sponsorship activation, game day entertainment, and the management of 20 undergraduate students

### *Licensing and Marketing Intern*

June 2009-August 2009

#### **Strategic Marketing Affiliates, Indianapolis, Indiana**

- Designed business plan for high school licensing program to place SMA at the forefront of the high school licensing industry
- Constructed licensing and marketing plans for 12 new clients to increase the profitability of the institution's licensing program
- Organized database of national retailers with locations near SMA's 140 clients

### *Small Business Consultant*

October 2008-June 2009

#### **Appalachian Regional Entrepreneurship Group, Athens, Ohio**

- Consulted six clients on a variety of areas including marketing, operations, and finances
- Reduced a business' labor costs by 12 percent without layoffs while increasing profits for two quarters
- Operated in a group-based environment while working with fellow students and professionals

### *Marketing and Promotions Intern*

August 2006-May 2008

#### **Creighton University Athletics Department, Omaha, Nebraska**

- Initiated and implemented promotions for athletic events including halftime shoot-out, putting contest, and hamper ball race (soccer, volleyball, basketball, baseball, and softball)
- Designed marketing materials for athletic events using Adobe InDesign and PhotoShop

## **ACTIVITIES**

#### **Contributor, AthleticsFrontier.com**

September 2009-Present

#### **NCAA Convention Volunteer**

January 2009

#### **Upward Bound Volunteer Basketball Coach**

December 2008-March 2009

#### **Ohio Bobcats Football Gameday Operations**

September 2008-November 2008

#### **Jaywalk Coordinator**

February 2007-September 2007

#### **Marketing and Public Relations Intern, River City Roundup**

May 2007-September 2007

#### **President, Phi Delta Theta Fraternity**

January 2007-December 2007

#### **Coordinator, Creighton University Summer Preview**

September 2005-August 2006

#### **Resident Advisor**

August 2006-May 2007

#### **Volunteer at The Hope Center for Kids**

August 2004-May 2007

## **AWARDS**

Alpha Sigma Nu, Jesuit Honor Society (2007)  
Creighton University Greek Man of the Year (2007-08)