

Alexander J. Vitanye

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Permanent Address

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Objective: To obtain a position within the sports industry in a marketing, sales, or event management role which will allow me to use and develop my knowledge, skills, and abilities in order to generate revenue and seamless execution of events for my employer.

Work Experience

Southern Ohio Copperheads

August 2008-Present

Assistant General Manager

- Responsible for selling, renewing, and servicing sponsorship accounts totaling over \$57,000; sponsorship elements include radio, print, and internet advertising, on-field promotions, group outings, and special events
- Coordinate between businesses and community vendors to execute special events and outings; work with caterers, rental agencies, and University and community officials to put on events like company picnics and a fireworks display
- Performing research on Copperheads' customer demographics, per cap spending, and organizational operations in order to improve the team and increase sponsorship revenue
- Manage staff of 30 undergraduate students as well as assist in teaching classroom component of the staff assignments

Ohio University Athletics, Marketing & Promotions

September 2007-May 2008

Intern

- Game day operations including set up, activation, and tear down of marketing programs
- Created media advertisements encouraging ticket sales, including radio and television ads
- Sold tickets to area businesses and groups
- Aided in execution of programs to increase brand awareness of Ohio University Athletics
- Development of customer database and e-mail marketing tactics
- Efforts assisted in setting school records in football season ticket sales and revenue, volleyball single game attendance and season ticket holders, and single game attendance record for women's basketball

Cleveland Cavaliers

June 2007-August 2007; November 2007-January 2008

Ticket Sales Intern

- Planned and executed game day programs for season ticket holders
- Analyzed previous seasons' data that was used to determine ticket pricing levels for upcoming season
- Handled various assignments for the database marketing team and assisted in transition of database information to new system
- Analyzed and structured data on "Loudville" season ticket holder satisfaction with the goal to improve experience and increase retention; proposed strategies were later implemented
- Constructed report on comparison of arena event prices through various vendors to highlight value of "Q Access Experience" program to potential clients

Other Relevant Experience

- Ohio University Football and Basketball, game day operations assistant
- 2009 CONCACAF SuperLiga Tournament Final, game day operations volunteer
- 2009 TEAMS Conference, student volunteer
- Ohio University Intramural Sports, program assistant; 2008-09 Official of the Year

Education

Ohio University, Center for Sports Administration

Master of Sports Administration; expected graduation in June 2010

Ohio University, College of Business

Master of Business Administration, June 2009

Bachelor of Business Administration, June 2008