

Jessica Martin

JM343204@ohio.edu
(502) 640-1168

366 Richland Ave #2408
Athens, Ohio 45701

EDUCATION

Ohio University – Athens, Ohio

Masters of Sport Administration, June 2011 (anticipated)

Masters of Business Administration, June 2010 (anticipated)

Ohio University – Athens, Ohio

Bachelor of Science in Sport Sciences, Fall 2008

- Major in Sport Management – Minor in Business Administration
- Cumulative GPA: 3.3
- **Deans List: Fall 2007, Winter 2007, Winter 2005**

Ohio University Sales Centre - Sales Certificate Candidate

April 2007- June 2008

A program run entirely by the candidates. Involves selected academic course work, 300 hour internship, sales training, board meetings, sales symposiums, and weekly meetings.

- Coach & Candidate Committee
 - Aid in the organization of a mentor program designed for seniors to learn from a partnered board member
 - Involved in managing the candidate portfolios and mentor biographies
- Advanced Selling Techniques (MKT 491)
 - Receiving training in “**Getting Into Your Customer’s Head**” developed by Kevin Davis

RELATED EXPERIENCE

Kansas City Wizards

December 2008- June 2009

Inside Sales Representative

- Gained a knowledge of effective selling techniques for season, group, and corporate ticket packages based on relationship development
- Organized and implemented a new ticket package designed for local non profits to raise money through ticket sales
- Revamped the theme nights which directly impacted sales, **recorded sell-outs for six out of the first eight home games.**
- Initiated and developed a sponsorship package for the Kansas City Wizards and a national organization

Scranton Wilkes-Barre Yankees

June 2008- August 2008

Sales Intern

- Made outbound sales calls to the Scranton community
- Aided in the customer service efforts
- Played an active role in client services during batting clinics designed for corporate partners

Indiana University- Purdue University Indianapolis- Athletic Department

June 2007- September 2007

Sponsorship Sales Intern- 400 hours completed

- Designed and completed a sponsorship plan resulting in a **three year contract for \$8,000** in trade per year
- Created a detailed call list of prospects and completed cold calls from the list
- Attended sales calls with various clients throughout Indianapolis
- Actively participated in marketing meetings and provided input for 2007-08 marketing plan

ACTIVITIES & ORGANIZATIONS

Student Athlete Mentor Program- Ohio University Athletic Department

January 2008-June 2008

A program implemented to encourage and develop student-athletes to assist fellow student-athletes to make better decisions. Members are trained for specific issues each year to promote positive change within the department.

- Coordinated the efforts to initiate the ideas and research to shape the program
- Developed the goals and vision of the program with team of student-athletes and Life Skills Coordinator
- Built plan to market the program to student-athletes, coaches, and faculty members with team
- Scheduled to present material to student-athletes, coaches, and faculty members

Sport Marketing Club- Ohio University

September 2006- June 2008

B.A.M. 3-on-3 Basketball Tournament Sponsorship Director

November 2007- June 2008

- Outlined a sponsorship plan with a detailed list of prospects
- Oversaw a team of individuals that made calls to prospects in Athens
- Lead the committee through appointment setting, sales calls, and obtaining sponsorships

Ohio University Varsity Field Hockey Team

August 2004- November 2008

- 2007 & 2008 Team Captain
- 2006 & 2007 MAC Champions
- Named 2007 MAC Field Hockey Player of the Year