

# Matthew DeLawder

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## Job Experience

### **Intern: Account Executive**

### **CBS Collegiate Sports Properties**

*July 2008-May 2009 Charlottesville, Virginia*

- Collaborated with graphic design department to create marketing materials for multiple properties including Florida State, University of Louisville, Hawaii, and Old Dominion University
- Facilitated interview process for entry-level account executives; pre-screened applicants by resume and phone, scheduled interviews and arranged travel
- Assisted with CBSCSP website development, PR efforts, advertising, outdoor and sponsorship projects
- Assisted with gameday promotions for University of Virginia Athletics
- Managed, planned, and executed multiple CBSCSP corporate events
- Provided primary support liaison services for startup property
- Conducted demographic research and sales studies for business development efforts

### **Event Coordinator**

### **Telluride Mountain Village Owners Association**

*2007-2008 Telluride, Colorado*

- Secured \$50,000 in event sponsorships from local Telluride businesses
- Coordinated and managed nearly 20 events with single event budgets exceeding \$100,000
- Managed sponsor hospitality, and artist relations from 2007 through 2008
- Appeared in live local television interviews and radio public service announcements to promote 2007 Summer Concert Series, festival brunches, and community related events
- Developed new department budget of \$967,000 for 2008
- Negotiated terms and conditions of contracts, some with totals over \$35,000
- Saved the Association \$12,000 in the summer of 2007 and \$10,000 in the winter of 2007-2008

### **Retail Sales Associate**

### **Telluride Slopestyle Snowboard Company**

*2006-2007 Telluride, Colorado*

- Developed and managed reward program for concierge and guest service representatives in order to drive more traffic into the satellite store
- Sold high end snowboard hard goods and soft goods reaching personal sales mark of \$3,500 in one day

## Education

### **University of Colorado, Bachelor of Arts**

*2002-2005 Boulder, Colorado*

GPA: 3.313

### **University of Colorado, Certificate in Applied Business**

*2005 Boulder, Colorado*

Colorado University Business Intensive Certification

Courses: Management, marketing, finance, accounting, and economics