

# SEAN P. OTHEN

366 RICHLAND AVENUE APT 5321 ATHENS, OH 45701  
PHONE 330.571.0452 • E-MAIL SEAN.OTHEN@GMAIL.COM

## EDUCATION AND RELATED EXPERIENCE

**Masters in Business Administration**, Ohio University – Athens, OH June 2010 (Expected)  
Business Consultant, The Voinovich School for Leadership Affairs

- Consulting experience, constructing comprehensive business and commercialization plans for clientele with detailed strategic implementation strategies

**Masters in Sports Administration**, Ohio University – Athens, OH June 2011 (Expected)

**Sales Certificate**, Ohio University – Athens, OH June 2008  
Director of Corporate Outreach, The Ralph and Luci Schey Sales Centre

- Highly selective, extracurricular program which provides students with direct experience in sales and entrepreneurship
- Managed student driven corporate sponsorship by having corporations partner with the Centre to provide them with the opportunity to help Ohio University students prepare for successful sales careers while supporting their organizational needs for sales talent
- Collaborated with Corporate Development Division to **raise \$66,500** in corporate sponsorship; **26% increase**
- Planned trip and led team sales presentations in Pittsburgh, PA, Cincinnati, OH & assisted in Charlotte, NC; recruited companies to attend

**BS in Sport Sciences, Minor in Business**, Ohio University – Athens, OH June 2008  
Vice President, Sports Marketing Club

- Worked with club officers to **generate \$5,000** in funds for the organization in 2006-07 school year, a **98% increase** from previous year
- Managed club directors to execute annual Brad Allen Moorhead basketball tournament, helped sell sponsorships which **generated over \$1200** in revenue for the club; **94% increase**

**Ohio University Sports Sales Academy Presented by Mandalay Sports** June 11-15, 2007

- Week-long intense training in ticket sales, run by **Jon Spoelstra**, which focused on selling strategies for outside sales
- Trained in techniques for prospecting, cold calling, and presenting

## EMPLOYMENT

**CBS Collegiate Sports Properties** College Park, MD  
Sales & Client Services Assistant June 2008 thru March 2009

- Led all Women's Basketball game-day sponsorship activities and activation programs
- Researched and assisted in implementing business development opportunities
- Managed game-day Football and Men's Basketball sponsorship activation programs

**Ohio University Marketing Associate** Athens, OH  
Marketing Associate June 2007 thru Sept. 2007

- Organized, marketed and sold tickets for football promotional events: Move – In Day, Heroes Day, and Education Day; **generating \$3,878 in revenue** for the Athletic Department
- Implemented Data Collection program for Ohio Football, data base will provide demographic information of customers which will lead to **increased sales**
- Assisted with the development of Volleyball marketing plans; wrote marketing plan for promotional event Strive for 5K, which set Ohio University's all time Volleyball **attendance record** (September 29, 2007)
- Increased student lot reserved tailgates by **over 200%**

**Akron Aeros Professional Baseball Organization** Akron, OH  
Intern June 2006 thru Aug. 2006