

GAME PLAN FOR IMPACT: THE JOURNEY OF A FOOTBALL OUTREACH PRO

STARTING STRONG: ACADEMIC ROOTS AND COLLEGIATE ATHLETIC DRIVE



SALISBURY UNIVERSITY - B.A. IN COMMUNICATIONS
STUDIED PR, MEDIA RELATIONS, AND EVENT PLANNING.
BUILT CONNECTIONS IN THE SPORTS INDUSTRY THROUGH ASSIGNMENTS.
SALISBURY UNIVERSITY FOOTBALL - SLOTBACK (#28)
PLAYED FROM 2017-2021 (FRESHMAN-SENIOR).
HEIGHT: 6'0" | WEIGHT: 175 LBS.
DEVELOPED LEADERSHIP, TEAMWORK, AND COMMUNICATION SKILLS.
BALANCED ACADEMICS & ATHLETICS.
GAINED EXPERIENCE IN MEDIA RELATIONS THROUGH BEING INTERVIEWED.

BREAKING INTO THE INDUSTRY: FIRST INTERNSHIP

MARKETING & COMMUNITY RELATIONS INTERN

SOUTHERN MARYLAND BLUE CRABS | MAY - SEPT 2021

- ASSISTED WITH FAN ENGAGEMENT & GAME-DAY PROMOTIONS.
- MANAGED SOCIAL MEDIA & SPONSORSHIP ACTIVATIONS.
- HELPED COORDINATE COMMUNITY OUTREACH EVENTS.

NETWORKING & INDUSTRY EXPERIENCE

- WORKED CLOSELY WITH SPORTS MARKETING & COMMUNITY RELATIONS PROFESSIONALS.
- GAINED FIRSTHAND EXPERIENCE IN ATHLETE OUTREACH & EVENT COORDINATION.



EXPANDING EXPERIENCE: FAN ENGAGEMENT WITH THE ORIOLES



FAN ENGAGEMENT REPRESENTATIVE BALTIMORE ORIOLES | FEB - JULY 2022

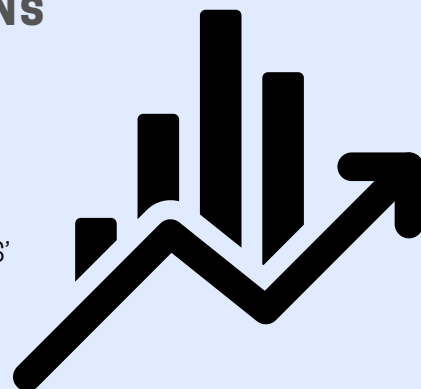
- ASSISTED WITH GAME-DAY OPERATIONS AND INTERACTIVE FAN ZONES.
- DELIVERED EXCEPTIONAL FAN EXPERIENCES THROUGH IN-STADIUM PROMOTIONS.
- STRENGTHENED COMMUNICATION AND CROWD ENGAGEMENT SKILLS.
- LEARNED HOW TO ENGAGE WITH DIVERSE AUDIENCES IN A MAJOR LEAGUE SETTING.
- GAINED HANDS-ON EXPERIENCE IN FAN RELATIONS AND LIVE EVENT COORDINATION.

LEVELING UP: MARKETING ASSISTANT WITH THE RAVENS

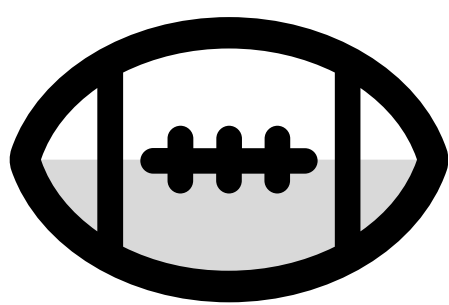
MARKETING ASSISTANT

BALTIMORE RAVENS | JULY 2022 - JULY 2024

- SUPPORTED MARKETING CAMPAIGNS AND FAN ENGAGEMENT INITIATIVES.
- ASSISTED WITH BRANDING, PROMOTIONS, AND DIGITAL CONTENT PLANNING.
- COLLABORATED WITH DEPARTMENTS ACROSS THE ORGANIZATION TO ENHANCE THE RAVENS' PUBLIC PRESENCE.
- GAINED DEEP EXPERIENCE IN NFL MARKETING STRATEGY AND EXECUTION.
- BUILT THE SKILLS AND RELATIONSHIPS THAT LED TO A FULL-TIME OUTREACH ROLE.



FULL TIME ROLE BEGINS: FOOTBALL OUTREACH COORDINATOR



FOOTBALL OUTREACH COORDINATOR BALTIMORE RAVENS | JULY 2024- PRESENT

- COORDINATES PLAYER APPEARANCES & COMMUNITY EVENTS.
- BUILDS CONNECTIONS BETWEEN THE TEAM AND LOCAL ORGANIZATIONS.
- PROMOTES YOUTH PROGRAMS, SCHOOL VISITS, AND CHARITABLE INITIATIVES.
- LEADS IMPACTFUL OUTREACH THAT STRENGTHENS FAN RELATIONSHIPS.
- USES COMMUNICATION SKILLS TO REPRESENT THE TEAM PUBLICLY.

WHERE HE'S HEADED NEXT: FUTURE GOALS

DIRECTOR OF COMMUNITY RELATIONS OR MANAGER OF FAN DEVELOPMENT

- WOULD OVERSEE LARGE-SCALE OUTREACH INITIATIVES AND PARTNERSHIP
- LEVERAGES HIS BACKGROUND IN MARKETING, COMMUNITY IMPACT, AND FAN ENGAGEMENT.
- ALIGNS WITH HIS PASSION FOR CONNECTING THE TEAM WITH THE COMMUNITY.

