

Kristin Mathis

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EDUCATION

BBA – Marketing Analytics

Certificate – International Business

The University of Iowa, December 2020

- GPA: 3.72/4.00
- Dean's List: Fall 2016 – December 2020

University College Cork, Cork, Ireland, Spring 2019

MARKETING AND EVENTS EXPERIENCE

Ticket Sales Marketing and Analytics Intern

August 2019 – April 2020

Kansas City Chiefs Football Club

- Compiled all email marketing and paid social advertising results to analyze marketing data and created reports to present findings using social media analytics and Eloqua email system
- Maintained and organized ticket sales records in Oracle CRM and Ticketmaster Archtics systems
- Oversaw the creation and completion of over 200 contracts for Club Level Season Ticket Members
- Constructed email communications for game days, events, and announcements and ensured Partnerships and Business Operations email needs were met
- Educated fans on NFL's new mobile ticketing system and volunteered for any events and tasks needing assistance including Super Bowl organization

Marketing Assistant

April 2018 – December 2018

University of Iowa Recreational Services

- Constructed mass emails to the University of Iowa students and community members and managed social media with over 5,000 followers by using MailChimp and Hootsuite systems
- Conceptualized marketing plans for programs and events by collaborating with program directors and graphic designers
- Analyzed social media and website by using Google Analytics and recorded impressions, reach, followers, users, most popular posts/pages, and more to track progress and improve online presence

Event Operations and Logistics Intern

March 2018 – September 2018

Iowa City/Coralville Convention and Visitors Bureau

- Initiated and executed operational plans for local events such as honoring the late University of Iowa football coach, Hayden Fry, and Heisman trophy winner, Nile Kinnick, with FRYfest and the longest multi-day recreational bike tour, RAGBRAI, that both brought in thousands of visitors to the community
- Coordinated new delivery and pick up processes to create a more efficient event setup and cleanup

VOLUNTEER EXPERIENCE

Assistant Coach

August 2018 – December 2020

Girls on the Run

- Coached 3rd - 6th grade girls the importance of knowing their own potential and setting goals while learning how to be healthy and confident by incorporating training for a 5K

Animal Shelter Dog Caretaker

August 2019 – February 2020

KC Pet Project

- Completed daily operational needs of the shelter including safely walking and caring for the dogs

COLLEGE ACTIVITIES

Delta Sigma Pi Professional Business Fraternity

August 2016 – December 2020

- Elevated professional and communicative skills by participating in resume workshops, business tours, practice interviews, and private career fairs/networking night

National Retail Federation

January 2018 – December 2020

- Awarded the Rising Star Scholarship to attend the National Retailing Federation Big Show in New York City
- Elected as Vice President of Marketing and began social media platforms for the new student organization