

JASON M. WASSERSTROM

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PROFESSIONAL SKILLS

Adobe Creative Suite
Project Management
Social Media Marketing
Communication Skills
Sponsorship Activation
Copywriting

PERSONAL SKILLS

Passionate about sport marketing
Creative and forward thinking
Reliable and professional
Helping the community
Team player and leader
Time management
Self motivated
Fast learner
Organized

RELEVANT COURSES

Sports Marketing
Intro to Marketing
Sport Economics and Finances
Sport Communication & Media
Sport Law
Sales & Promotions
Customer Service
Sport Management
Sport Administration
Ethics in Sports
Graphic Media
Sport Event & Facility Management

REFERENCES

Please Contact for References

OBJECTIVE

Looking for an entry-level position in marketing or partnerships within the sports industry where I can apply my creative problem solving and critical thinking skills to grow fan bases and drive revenue.

EXPERIENCE

ATHLETICS COMMUNICATION, MARKETING & BROADCASTING SENIOR LEADERSHIP INTERN

Miami University | Aug 2020-Present

Advance the RedHawks brand through marketing and community outreach
Implement creative social media marketing programs to engage with fans to drive student attendance & ticket sales on accounts with 8.5K+ followers
Create and post digital interactive entertainment for home games to activate partnerships and improve the fan experience for virtual gameday
Design innovative ways to activate our partnerships through Van Wagner
Lead team projects as a member of the senior leadership team for 60+ interns
Contribute to weekly meetings with full-time staff to develop future projects as 1 of 8 interns on the senior leadership team

SPORTS MARKETING ACADEMY INTERN

Miami University | July 2019 - Aug 2020

Created, formalized, and executed in-game promotions for our ticketed sports of football, basketball, ice hockey, and volleyball
Advertised upcoming sporting events through grassroots marketing, distributing signage to businesses, and laying yard-signs
Developed and implemented strategies to drive student attendance at athletic events using social media, presentations to other organizations on campus, and personal networking
Represented and embraced the culture of Miami Athletics and served as a liaison for the department in the Miami student community

EDUCATION

Miami University | Expected Graduation: May 2021

B.S. Major: Sport Leadership and Management
Thematic Sequence: Perspective in Sales & Customer Service
GPA: 3.86 | Dean's list, 1 semester | President's list, 1 semester
Awards: Mike Pollock Sports Information Scholarship

ORGANIZATIONS

SPORT LEADERSHIP AND MANAGEMENT CLUB

Miami University | Sept. 2020 - Present

Attend meetings with guest speakers from the sports industry
Plan sports career fair with 30+ employers and over 300 students
Tour sports facilities and network with Front Office employees

PRESIDENT OF ALPHA EPSILON PI FRATERNITY

Miami University | Nov 2018 - April 2019

Managed weekly chapter, executive board and member meetings
Directed executive board members to ensure all duties are being fulfilled in an efficient manner
Represented our chapter at all University, Interfraternity Council & National meetings and events