

TAYLOR BROWN

305 Reutter Hall
La Crosse, WI 54601
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EDUCATION

University of Wisconsin-La Crosse

Bachelor of Science, August 20XX

- Major: **Marketing**
- Minor: **Recreation Management**
- GPA: 3.78 | Dean's List, three semesters

RELATED SPORTS MARKETING COURSEWORK AND SKILLS

- *Coursework:* Sports and Recreation Marketing, Promotions and Advertising, Market Research, Foundations of Recreation, Creating a Healthy, Active Lifestyle
- *Skills:* InDesign, Photoshop, Access, Excel, SPSS, professional writing
- *Certifications:* First Aid, CPR, Automated External Defibrillator (AED)

MARKETING PROJECTS

Class Projects, University of Wisconsin-La Crosse

- *Marketing Plan:* Created a marketing plan for a new partnership program between the UW-La Crosse Residence Life and Outdoor Connection Programs, which included segmenting, promotions, breakeven analysis, and pricing strategies
- *Market Research:* Utilized statistical software (SPSS) to study the impact of advertisements for campus events on UW-La Crosse Students
- *Advertising Plan:* Developed an advertising and promotions plan for a local Snap Fitness franchise

COLLEGIATE INVOLVEMENT

Sports Writer, The Racquet (student newspaper)

- Report on collegiate athletic events, writing more than a dozen articles with weekly deadlines

Member, American Marketing Association (AMA)

- Attend campus programs featuring marketing professional guest speakers

Intramural Sports

SPORTS RELATED WORK EXPERIENCE

Recreational Sports Department, University of Wisconsin-La Crosse, La Crosse, WI

Outdoor Connection (OC) Representative, September 20XX-present

- Serve as a public relations representative in promoting OC programs and rentals
- Assist in creating, planning and leading OC trips and programs
- Responsible for facility opening and closing procedures and sales transactions
- Manage outdoor equipment reservations, exchanges, inventory and maintenance

Play It Again Sports, Oshkosh, WI

Sports Equipment Specialist, June 20XX- August 20XX

- Demonstrated proper usage of sports and fitness equipment
- Assisted in managing inventory of incoming and in-stock sports equipment

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REFERENCES

- FirstName LastName
Recreation Sports Department Supervisor
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- FirstName LastName
Marketing Lecture/AMA Advisor
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Oshkosh, WI, Store Manager
Play It Again Sports
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