

# Kavin Smith

123 Vine Street  
La Crosse, WI 54601  
kavinsmith@gmail.com  
715-555-5555

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## Education

### University of Wisconsin-La Crosse, La Crosse, WI

College of Business Administration – Accredited by AACSB International

Bachelor of Science, May 20XX

- **Major: Marketing**
- **Minor: Sports Broadcasting**
- **Major GPA: 3.6 | Cumulative GPA: 3.0**

Related Coursework: Sports and Recreation Marketing, Promotions and Advertising, Market Research, Broadcast Media Writing, Remote Video Operations

### Otago University, Dunedin, New Zealand

- International Study Experience: Summer 20XX
- Traveled throughout New Zealand and Australia

## Sports Marketing Experience

### Loggers Baseball, Northwood's League, La Crosse, WI

Marketing/Sales Intern, Summer 20XX

- Designed customer loyalty promotions and game day events
- Studied market trends and purchasing patterns to determine demand for food and beverage products and to work with vendors to maximize sales in this 3,600 seat complex
- Managed relationships with customers and co-workers in order to add value to the summer league of collegiate athletes from locations throughout the world

### UW-La Crosse Athletic Department, La Crosse, WI

Sports Information Assistant, September 20XX-present

- Write press releases for more than a dozen different Division III sports
- Record in-game statistics
- Create and edit media guides
- Update athletic department website using SharePoint

### The Racquet, UW-La Crosse Student Newspaper, La Crosse, WI

Sports Editor, September 20XX-present | Sports Writer, September 20XX-present

- Create sports section layout with InDesign
- Assign articles to staff writers and copy edit articles
- Write game-coverage articles and sports opinion columns, authoring more than 30 articles on weekly deadlines

## Athletic Involvement

### UW-La Crosse Intramural Sports

Softball Official, Youth Fast Pitch League, Marshfield, WI, Summers, 20XX-20XX

Varsity Cross Country and Baseball Athlete, Marshfield High School, Marshfield, WI

## Part Time Work Experience

Sales Associate, Dunham's Sports, Marshfield, WI, May 20XX-August 20XX

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## References

### **FirstName LastName**

Ticket and Group Sales Manager  
La Crosse Loggers  
1223 Caledonia Street  
La Crosse, WI 54603  
608-795-9999  
first.last@lacrosseloggers.com

### **FirstName LastName**

Sports Information Director  
University of Wisconsin-La Crosse  
1725 State Street  
La Crosse, WI 54601  
608-785-5555  
last.first@uwlax.edu

### **FirstName LastName**

Marketing Faculty  
University of Wisconsin-La Crosse  
1725 State Street  
La Crosse, WI 54601  
608-785-8118  
last.first@uwlax.edu