

A. C. Finnegan

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PROFILE

Recent college graduate with experience in sports marketing, consumer marketing, sales, and public relations seeking a position in sports marketing and management.

EDUCATION

Bucknell University Lewisburg, PA
Bachelor of Arts; Double Major in International Studies and Spanish; Major GPA: 3.3 2015
Sigma Delta Pi National Collegiate Hispanic Honor Society

University of Guadalajara Mexico
Immersion program with native Spanish speaking students Sept—Dec 2014

MARKETING EXPERIENCE

LeadDog Marketing Group, Intern New York, NY
2016 Jan—May

- Worked with the business development team to support existing clients and acquire new ones
- Created and executed client promotions for live events and mobile tours
- Helped create a client presentation “The Benefits of Social Media in Today’s Business”

1050 ESPN Mike & Mike Holiday Show, Assistant New York, NY
Dec 2015

- Worked at this live radio broadcast sports event in Times Square

Time Inc.—GOLF Magazine and Sports Illustrated, Intern New York, NY
Jun—Aug 2014

- Developed client advertising proposals to acquire new business
- Launched a cutting-edge fantasy football application for Facebook

SALES EXPERIENCE

Nike Golf, Salesperson—USGA U.S. Open Oakmont, PA
Jun—Aug 2016

- Sold Nike Golf apparel in the merchandising tent at Oakmont Country Club

Callaway Golf, Demonstration Representative NY/CT Area
Jun—Aug
2011 to 2015

- Promoted new products to golf club members and fitted them with proper equipment
- Recommended sales and merchandising strategies to golf pros

PUBLIC RELATIONS EXPERIENCE

Time Inc.—Money Magazine, Intern New York, NY
Jun—Aug 2010

- Compiled and analyzed press releases using the LexisNexis program

LEADERSHIP EXPERIENCE

Sigma Phi Epsilon, Fundraising Co—Chair, Eminent Correspondent, Member Lewisburg, PA
2012—2015

- Raised over \$25,000 to benefit the Special Olympics by organizing two special events
- Coordinated all correspondence with national headquarters and chapter alumni

YMCA, Volunteer Milton, PA
2012—2014

- Mentored students ages 8—16

Computer Skills: Microsoft Office (Word, PowerPoint, Excel) and Apple (Pages, Keynote, Numbers).

Proficient in Spanish. Sports enthusiast. Avid golfer and tennis player. Enjoy photography and travel. Date: July 2016