



ERIN
COLE

SKILLS

- Adobe Creative Suite
- Microsoft Office
- Social Media Analytics

IMPACT AREAS

- Research & Analysis
- Team Leadership & Collaboration
- Time & Task Management
- Creative Problem Solving
- Communication

PERSONAL PROFILE

Outperforms objectives, exceeds expectations, and outpaces performance goals. Connects ideas, resources, and people. Confident, inquisitive, optimistic. Energetic and influential. Excels in fluid environments where problem-solving and collaboration fuel possibility. Seeking opportunities where innovation, teamwork, diversity, and mutual respect are celebrated and embraced.

EDUCATION

University of Kansas | 2022

M.S., Sport Management | Master's Thesis | 2022 | GPA: 4.00

- Requested to be a Graduate Teaching Assistant and provided with funding for education
- Conducted a quantitative research thesis on current sport fan alcohol consumption to aid sport professionals and educators—completed in 1 year

B.S., Sport Management | Minor, Business | 2021 | GPA: 3.64

- Honors: Dean's List - Spring 2019, Spring & Fall 2020, & Spring 2021
- 2021 Senior Leadership Award Recipient
- Selected as one of thirty students for the first Sports Management Program Conference
- Delta Delta Delta sorority member from Sept 2017 - May 2021

LEADERSHIP

Student Involvement & Leadership Center Student Advisory Board | 2019-20

- Selected as Student Office Representative for the inaugural board.

Sports Club Student Advisory Board | 2019-20

- Voted to be 1/5 representatives that discussed budgets, supplemental funding, Covid restrictions and policies, governance of all 31 sports clubs, and policy creation for financial distribution during the pandemic.

Recreational Services Student Advisory Board | 2019-20

- Invited by recreation staff leadership to be the Sports Club Representative involved in the by-laws, budgeting, and oversight of all student recreation activities.

WORK EXPERIENCE

Exclusive Sports Group, LLC | Creative Coordinator | Jan. 2021 - Present

- Designed client marketing materials such as video edits and graphics for corporate sponsorships, media postings, and player promotions including free agency presentations for select NFL teams to be used in contract negotiations resulting in a \$33.4M contract.
- Engineered digital strategy and objectives that amplified organization and client's brands, including generating a tracking system to gather daily social updates on clients and industry trends with weekly and monthly analysis to identify new opportunities.
- Doubled growth and impression rates, increased engagement rate to an impressive 2.2% average (compared to the industry standard of 0.67%) and interactions by 3.9%.
- Created all recruitment materials, including draft prep, marketing plans before and during playing career, contract negotiation highlights, post-career planning, and more while personalizing materials based on research conducted for each client.
- Generated database for post-career survey collection and clients' goals to better service agents within the organization—maintained meaningful relationships, and efficiently established new opportunities.

University of Kansas | Graduate Teaching Assistant | Aug. 2021 - Aug. 2022

- Aided professors with creating course materials, grading undergraduate and graduate students, lecturing, and coordinating network opportunities for all students.
- Collaborated with new Department Head on innovative curriculum restructure.
- Instructed alternative learning experiences while providing equal opportunities and inclusion for all students.
- Developed and lead virtual course materials for two summer classes as the sole instructor.



WORK EXPERIENCE

National Association of Intercollegiate Athletics | *Eligibility Representative* | June 2021 - Aug. 2021

- Assisted potential domestic and international student-athletes with the eligibility process, including communicating with universities, competitive athletic teams, leagues, and competitions, coaches, and more.
- Identified means of problem-solving with exceptional communication, cross-analysis, research, and task management skills.
- Collaborated and aided other representatives while they were in training to lessen leadership load during peak season.

KU Hockey Club | *President* | Aug. 2017 - May 2021

- Elected President in 2019 after two years of being Lead Manager, worked closely with our governing bodies (USA Hockey, ACHA, MACHA, KU Recreation Services) to grow awareness of the club's brand and eligibility status; aided the program in the club's first National Tournament Appearance in 2019.
- Directed and influenced collaboration of administrative operations including player and staff recruitment and retainment, member eligibility, club registration, management of a \$50k budget, introduced fundraising strategies, merchandise creation and sales, marketing, social media, game and event operations, and more.
- Contributed \$35k+ in annual fundraising and sales within 2.5 years, resulting in the highest game attendance ratings for the club to date while growing staff from one to thirteen participants.
- Increased multi-media engagements by 60% within a year—shaped solutions and approaches, leveraged trends in customer marketplaces and industries, and elevated promotions.
- Awarded KU Sport Club of the Year for the 2018-2019 season.

Hill's Pet Nutrition | *Strategic Analysis Intern* | Jan. 2020 - May 2021

- Supported various departments, including marketing and sales, through strategic analysis and reported comprehensive sales data in numerous reports.
- Presented data analytics and offered suggestions upstream to senior-level management for sales distribution.
- Provided insight, market research, and market analysis on potential new competitive pet and sport market collaboration opportunities.

Kansas Athletics | Aug. 2017 - Jan. 2020

Booth Family Hall of Athletics | *Tour Guide*

- Welcomed visitors to Allen Field House and DeBruce Center where guests were provided with memorable tours filled with KU Athletics history during regular hours and game days. Relationship building with guests resulted in the curation of a rare item now in the museum.

Events and Facilities | *Student Worker*

- Assisted athletics department with game day preparation and facilities management at Memorial Stadium, Allen Field House, and Rock Chalk Park. Provided game day facility preparations, crowd control, athlete direction to athletic trainers, players and coaching personnel escorts throughout games, as well as College Game Day set up.

Minnesota Timberwolves and Lynx | *Brand Ambassador* | May 2018 - Aug. 2018

- Ignited engaging and memorable experiences with fans through collaboration and coordination with team members throughout the organization such as Brand Ambassadors, Mascots, and Cheerleaders for each event which included the Minnesota State Fair and other parade appearances.



ERIN
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CONTACT

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erincoleportfolio.com

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Collaboration

Time & Task Management

Creative Problem Solving

Communication

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