

*(Sports Marketer Resume – www.how-to-write-anything.com)*

## **Pat Brown**

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**OBJECTIVE:** Highly motivated, team-player sports marketer with an intimate knowledge of the Mid-West sports good market is looking for a challenging position of responsibility and team leadership.

### **QUALIFICATIONS SUMMARY**

- Sunny people-person with go-getter attitude
- Intimate knowledge of baseball and football (2 year NFL experience)
- Well organized. Power MS Project user.
- Dedicated to individual excellence and team success.
- Certificate from North American Leadership Excellence Institute.

### **WORK EXPERIENCE**

#### **TEAM-UP SPORTS GOODS**

Senior Sports Marketer

Chicago, IL  
May 2004 – Present

- Devised \$5 mil a year marketing strategy to sell New Sky sports shoes to the Mid-West market.
- Supervised the development of various campaigns and made sure they hit their minimum annual goal of \$1 mil.
- Developed a Quality Control and Assurance system for the company's corporate client service department.
- Led weekly sales meetings.

#### **VIKING MARKETING**

Sports Marketer

Chicago, IL  
2001 - 2004

- Sold \$750,000 worth of tennis rackets in 6 months.
- Signed up 16 corporate accounts, worth 34% of total company revenues.

### **EDUCATION**

#### **North American Leadership Excellence Institute**

Certificate, Sports Marketing

Oklahoma City, OK  
January 2004

#### **Rice University**

Bachelor of Science in Physical Education

Houston, TX  
May 2000

**REFERENCES** available upon request.