

KELLEY MILLER

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Knowledge gained through education and work experience in segmentation, product development, pricing, licensing, sponsorship, contract administration, endorsements, and communication channels such as advertising, sales promotion, and publicity as they apply to private, municipal, and corporate agencies, retail businesses, sport teams, or human resource firms. Specializations include event planning/coordinating, social media, organizational development, entrepreneurial development, public speaking & communications.

EDUCATION

Bachelor of Business Administration in Sports & Recreation, Sports Marketing Concentration

Tiffin University, Tiffin OH

Expected Graduation Date: December 2012

Cumulative GPA: 3.55

PROFESSIONAL EXPERIENCE

Tacoma South Sound Sports Tacoma, WA

Intern

May 2012- July 2012

- Assisted in the development and planning of the Rainier LAX Cup
- Formatted and organized office resources including websites, event calendars and filing cabinets
- Found and directed vendors for the Rainier LAX Cup
- Worked closely with the MRK director in creating advertising pieces, along with expanding social media initiatives
- Event/game day management and development

Wildfire Lacrosse Chandler, AZ

Co-founder & Marketing Director

November 2010-Present

- Aid in the foundation and growth of youth lacrosse development by coordinating & directing the summer day camp & fundraiser scrimmage
- Assist in developing marketing campaigns for summer & spring sessions
- Supervise all social media accounts
- Highly Competent in Microsoft Word, Excel, Publisher & Power Point

CAMPUS INVOLVEMENT

Student Advisory Athletic Committee (SAAC Committee Coordinator)

August 2009-May 2012

- Provide insight to student-athlete experience by offering input on the rules, regulations and policies that affect student-athletes within NCAA institutions
- Help organize and select athletes for the student of the month award

Sports Management Club (Member)

August 2011-May 2012

- Promote academic and career excellence in the sports industry by coordinating social activities, guest speakers, development workshops, field trips, and sport event planning
- Assist during Tiffin University sporting events

COMMUNITY SERVICE

- Make a Wish Foundation
- LAX4Life
- Soap for Hope

HONORS/ AWARDS

Tiffin University Dean's List

August 2009-Present

NCAA DII Women's Lacrosse Player

August 2009-May 2012

Tiffin University Women's Lacrosse Team Captain

August 2009-May 2012

Arizona Girls Lacrosse Association DI Sports Woman of the Year

May 2009

AZ DECA State Conference 3rd place in Hospitality and Recreation Research

May 2009