

Holly Koski

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EDUCATION

Indiana University, Bloomington, Indiana

Bachelor of Science in Kinesiology

May 2012

Major: Sport Marketing & Management, *Minor:* Marketing (Kelley School of Business)

Dean's List

RELATED EXPERIENCE

Sports Networker, Columbus, Ohio

Online Marketing & Social Media Intern

Sept. 2011 – Present

- Manage and monitor Sports Networker's social media accounts including Facebook, Twitter and YouTube while engaging with influential social media users on a daily basis.
- Promote Sports Networker content using various innovative online and email marketing strategies to increase traffic and optimize brand awareness.
- Have acted as the face to the brand of Sports Networker across all digital platforms while increasing Twitter followers by over 34%, Facebook followers by 32% and unique website impressions by 50% in 6 months.
- Responsible for social messaging across all platforms including copywriting and analyzing digital trends.

Party Planners West, Indianapolis, Indiana

Super Bowl XLVI Area Manager, NFL Experience

Jan. 2012 – Feb. 2012

- Acted as Area Manager for Sponsor Pavilions, the Topps/Panini Autograph Stage, and Exhibits for the NFL Experience at Super Bowl XLVI in Indianapolis.
- Performed superior event management problem solving skills and excellent customer service to the over 265,000 fans who attended the NFL Experience.
- Managed over 40 Super Bowl volunteers who ran interactive games & answered questions from fans on a daily basis.

Leverage Agency, New York, New York

Full-time Sports Sponsorship Intern

June 2011 - August 2011

- Performed sales calls and sponsorship outreach for numerous clients such as JAM Brands (national cheerleading organization), Kings Polo Classic, Bike New York, and USA Volleyball.
- Assisted in creating marketing initiatives for "Cheer for Change" and "Ultimate Cheer Mom" platforms.
- Managed Leverage Agency's social media accounts including Facebook, Twitter and the Daily Buzz.
- Edited and designed sponsorship proposals and decks for prospective clients using Photoshop.

Minnesota Lynx, Minneapolis, Minnesota

Full-time Fan Relations Intern

May 2010 - August 2010

- Implemented Season Ticket Holder benefits including upgrading seats using the ticketing system, Archtics, and processed other benefits on a daily basis for over 500 Season Ticket Holders.
- Assisted in the 2011 Season Ticket Holder Renewal Campaign by creating campaign slogans and concepts.
- Facilitated pre-game activities including Season Ticket Holder of the Game and the Kids Captains of the Game.

Lynx Fit Project Manager

May 2010 - July 2010

- Interviewed potential internship candidates for the 2nd Annual Lynx Fit Program.
- Managed a team of 12 interns who taught the Lynx Fit Program to elementary school students while overseeing program execution at one site.
- Aided in the formulation of lesson plans in collaboration with General Mills for Lynx Fit interns to teach to students.
- Emceed four school assemblies recapping the week's lesson in front of an average of 300 students and teachers.

Full-time Community Relations Intern

May 2009 - August 2009

- Organized and executed the 1st annual "Catwalk for a Cure" fashion show fundraiser which raised over \$10,000 for breast cancer research.
- Solicited companies such as Nike, White House Black Market, Guess, The Buckle and Tall Girl to lend out their clothing for the "Catwalk for a Cure" fashion show.
- Created and executed the 1st annual Lynx Fit (a program to teach and encourage kids how to eat healthy and how to stay physically fit, corresponding with WNBA Fit).
- Helped oversee post-game player autograph sessions, player appearances and fulfilled donation requests.