

SHELBY GRAMLY

I have an optimistic outlook, determined personality and possess extensive knowledge in sports. I'm passionate about using my marketing skills to help a team grow their fan base and brand.

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QUALIFICATIONS

- Experience coordinating fundraisers and different events for semi-pro football team internship
- Experienced sales associate with a determined work ethic for success
- Able to adjust to various levels of communication between a wide variety of personalities
- Strong team player that is used to working in groups to achieve the most favorable outcome
- Experience managing business pages on different platforms of social media including; Facebook, Twitter, and Instagram
- Practiced project planning, implementing and monitoring
- Familiar with and able to navigate in Adobe suites.

WORK EXPERIENCE

DICKS SPORTING GOODS

CASHIER

APRIL 2017-
PRESENT

- Greet, help and check out customers.
- Promote and sell memberships, along with credit cards.
- Arrange apparel in an appealing fashion.

RIVER CITY ROUGH RIDERS SEMI-PRO FOOTBALL TEAM

SPORTS MARKETING INTERN

JANUARY 2017-
SEPTEMBER 2017

- Coordinate fundraisers and events
- Worked at the games where needed
- Gained sponsorships
- Managed social media sites promoting the team, upcoming events, and team news.

EDUCATION

Western Technical College

La Crosse, WI

Associate of Applied Science
degree in Marketing

September 2016- April 2018

PROJECTS COMPLETED

- Created brand awareness of new marketing programs at Western
- Analyzed data to identify Western's school of business buyer persona
- Developed marketing plan for a local greenhouse