

# Madison Priestap



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## OBJECTIVE

A Senior at the University of Mount Union focusing on Sports Business. Communicates well with groups of people.

## SKILLS

- Event Planning
- Communication and Interpersonal skills
- Microsoft Word, Excel, Power Point and Prezi
- Certification: Fundamentals of Digital Marketing

## LEADERSHIP POSITION

- 2020 Collegiate Leadership Coach
- Chapter Life VP of Alpha Xi Delta
- Special Events Coordinator
- Exceptional Beginnings Coordinator
- Greek Week Chair
- Panhellenic Conduct Board
- Eastern Representative of Lutheran Youth Organization

## Experience

### Sport Sponsorship Scout at Sponsor United

#### September 2020-Present

As a scout I complete an online sponsorship training course on how to use Sponsor United's platform, which sets me up to analyze radio broadcast sponsorship content. Also, conduct in-depth research on digital sponsorships social media resources.

### Exceptional Beginnings Student Coordinator

#### January 2020-Present

As an Exceptional Beginnings Student Coordinator I support the recruitment and selection of new Raider Guides and the training of all Raider Guides. Also, I serve as a program coordinator and resource to Raider Guides throughout the academic year.

### National Sports Forum Conference Intern

#### February 2020

As an intern for the National Sports Forum conference I was given tasks to perform throughout the duration of the conference. These tasks included registration, organizing, monitoring sessions and making sure the event was running smoothly.

### Canton Charge Fan Engagement Team/Canton Charge

#### November 2019-March 2020

As a member of The Calvary I engage with fans and ensure that they have a great experience at the Charge games. Also, I assist with in game promotions and ensure that the promotions are completed within the time requirement.

### Raider Guide/ University of Mount Union

#### August 2018- January 2020

As a Raider Guide, I assist a group of about 20 incoming first year students with their transition from high school to college. I educate them on the campus and resources that they may need throughout their first year as a college student.

### Student Ambassador/ University of Mount Union

#### August 2018-Present

As a Student Ambassador, I greet and tour prospective students and families around the University of Mount Union. Also, I assist with the front desk and make families feel welcomed when they visit Mount Union.

## Education

Bachelor of Arts

University of Mount Union Alliance, Ohio

- Major: Sports Business and Theatre
- GPA 3.6
- Alpha Lambda Delta Honor Society
- Collegiate Leadership Competition 2019
- Order of Omega

