

Matt Garrison

(603) 504-4870 • matthew.garrison@uconn.edu • <https://www.linkedin.com/in/matthewgarrison1>

Education

University of Connecticut

May 2017

Master of Science: **Sport Management**

- GPA: 3.89

University of New Hampshire

May 2015

Bachelor of Science: **Kinesiology: Sport Studies** Minors in **Business Administration** and **Psychology**

- January Term 2014 marketing study abroad in the Dominican Republic
- Martha R. Stebbins Scholarship for students enrolled in the college of Health and Human Services (2011-2014)
- Semester Honors: Spring 2013 and Fall 2014

Related Experience

UConn Athletics

Storrs, CT

Event Management Intern

January 2017 – Present

- Provide support to the Director of Event Management, the Coordinator of Event Management and the Event Management Assistant by creating game notes, signage, timelines, credentials, newsletters, and opening/closing facilities
- Act as Event Manager for outside events utilizing UConn facilities
- Make certain that events run as planned through managing guest services, completion of game day operations tasks, overseeing visiting team's practices/shoot-arounds/skates/etc., hosting teams and officials, and assisting with the production of support materials
- Manage and oversee student operations workers on gamedays by instructing them on their duties, addressing their concerns, and ensuring tasks are completed in a timely manner
- Assist in preparation for and execution of Men's and Women's Basketball events, including the upcoming NCAA Tournament

Operations Game Assistant

August 2016 – December 2016

- Aided event management staff on game days by hosting visiting teams and officials, and setting up/breaking down venues before and after events
- Coordinated with staff and other assistants to ensure successful, on time completion of tasks for events, including the 2016 American Athletic Conference Women's Soccer Championship and 1st round of the 2016 NCAA Women's Soccer Tournament
- Achieved "MVP of the Month" in November 2016

Marketing Assistant/Game Day Assistant

July 2015 – May 2016

- Acted as primary marketing contact and game day manager for Field Hockey, and assisted in marketing preparation and execution of other events such as basketball, football, and hockey
- Planned and executed all marketing aspects of the 1st and 2nd rounds of the 2015 NCAA Field Hockey Tournament
- Completed general marketing tasks such as launching the UConn Field Hockey Instagram account, creating graphics, scheduling, planning promotions, taking inventory on marketing materials, contacting outside organizations, and managing game day staff
- Programs utilized included: Photoshop, InDesign, Illustrator, Audacity, Click Effects, Venus Message Display Control Software, and Microsoft Office to create social media graphics, inventory databases, schedules, weekly newsletters, event advertisement (posters and sandwich boards), video boards, and to edit/play game day/warm up music
- Delegated tasks to student workers, facilitated autograph sessions and promotions, and ensured successful execution of the marketing plan on game days for other events, including the 2016 American Athletic Conference Women's Basketball Championship at Mohegan Sun

University of New Hampshire Athletics

Durham, NH

Event Staff

September 2014 – April 2015

- Ensured game day ran as planned by aiding in gate/field security, ticket taking, parking, transportation, and guest services at events, including the 2nd round, quarterfinal, and semifinal of the 2014 FCS Football Playoff and 1st round of the 2015 Men's Hockey East Tournament

'Cat Crew Marketing Intern: Marketing Director of Women's Basketball

April 2013 – May 2014

- Managed marketing responsibilities for Women's Basketball including acting as game day manager for all home events, creating scripts for the public-address announcer, game notes, advertising for games, facilitating promotions, operating music and video board at events, instructing spotlight operators for introductions, and directing staff on game days
- Initiated annual promotion ("Silent Night") which set the season high for general attendance of 824 as well as the student high for attendance of 243
- Achieved a 12.3% increase in overall attendance from previous season
- Executed marketing plan for all other ticketed sporting events, including the 1st round of the 2013 FCS Football Playoff and 2014 Men's Hockey East Quarterfinal, by recruiting fans and carrying out promotions, running the Daktronics video board, monitoring and operating spotlights, overseeing the mascot, and distributing giveaways

Additional Experience

The Adventure Park at Storrs

Storrs, CT

Park Monitor (M2)

May 2016 – Present

- Position responsibilities included opening/closing the park, inspecting courses and equipment, harnessing and safety briefing customers, and assisting/rescuing customers during their climb
- Created a fun and safe environment through professional and efficient interactions with customers and staff that helped the park be awarded with The TripAdvisor 2016 Certificate of Excellence
- Obtained First Aid/CPR/AED Certification (July 2016-July 2018)

The AroundCampus Group

Durham, NH

Sales Representative

May 2014 – August 2014

- Completed week-long training at Sales Foundations Academy at the University of North Carolina at Chapel Hill
- Facilitated business to business sale of advertisement space for the University of New Hampshire's upcoming school year daily planner, AroundCampus website, and mobile app
- Recognized as #1 sales representative on University of New Hampshire sales team

Seacoast United Soccer Club

Portsmouth, NH

Intern

April 2014 – August 2014

- Worked with Seacoast Phantoms in the Premier Development League
- Contacted and interviewed staff, coaches, and athletes for pre-game and post-game write ups for the Seacoast website, the league website, and local news outlets
- Attended meetings and performed marketing tasks such as overseeing promotions, interacting with attendees, and writing game notes

Collegebaseballdaily.com

New England

Freelance Writer

May 2013 – August 2013

- Traveled to ballparks to cover NCAA games/tournaments and utilized TweetDeck to update social media between innings
- Interviewed coaches and players post game and wrote approximately 15 game stories for the website
- Wrote 5 predictions for the College World Series (Chapel Hill Regionals and Final Brackets)

Campus and Community Involvement

- Volunteered with the UConn Athletics Operations Department in the Spring of 2016
 - Supported the Event Management staff during the 1st and 2nd rounds of the 2016 NCAA Women's Basketball Tournament by setting up/breaking down venues and hosting teams and officials
- Volunteered with the UConn Husky Sport Community Program in Hartford, CT in the Fall of 2015
 - Worked with elementary aged students in Hartford Public School District to mentor and educate on nutrition, academics, and physical activity
- Met with the event team for the 2015 "Todd's Trot" 5k in Durham, NH and as a part of the Marketing and Publicity team, advertised the road race in the surrounding communities and successfully reached the registration goal of 450 registered runners

Skills

- Proficient with: Photoshop, Microsoft Office (Word, PowerPoint, and Excel), and Social Media platforms (Facebook, Twitter/TweetDeck, Instagram, and Snapchat)
- Familiar with: InDesign, Illustrator, Audacity, Click Effects, and Venus Message Display Control Software
- American Red Cross First Aid/CPR/AED Certified (July 2016-July 2018)