

SUMMARY OF ACCOMPLISHMENTS AND CAPABILITIES

- Proven mascot experience with pro sport organizations, corporate characters, and roving entertainment
- Track record of creating, developing, and maintaining mascot character brands
- Experience building relationships in the community through seeking out and attending events

RELEVANT FULL TIME WORK EXPERIENCE

Mascot and Community Relations Director

November 2019 – October 2021

Fredericksburg Nationals - High-A Baseball

- Represented organization at community functions while continually creating professional relationships
- Produced and sold fundraising packages to local community organizations and non-profits
- Used community partnerships to create ticket and sponsorship sales leads for sales team
- Developed the design, characteristics, backstory, and unveiling plan of Gus, the mascot, from scratch
- Created and managed monthly community and kids club newsletters
- Created props from scratch from everyday materials to meet needs
- Created content and managed Twitter, Instagram, and Facebook profiles for Gus
- Developed plans for reading and anti-bullying school assembly programs

Marketing and Promotions Assistant

December 2015 – June 2018

Montgomery Biscuits

- Sought out 20-25 community events per month for mascot to raise brand awareness and in community
- Developed mascot skits and videos for in-game, promotional, media, and sponsor use
- Performed as Big Mo for 70%+ of community appearances throughout the year
- Coordinated with community partners to maximize benefits of partnership by hosting co-branded events
- Used community events to create new community and corporate partnerships
- Organized special gameday events to promote and collect donations for community partners
- Managed all on-field entertainment including pre-game festivities, promotions, scripts, and sponsored events
- Planned, organized, and executed unique and engaging theme nights for seventy home games
- Created graphics and content for social media, video boards, stadium use, and print mediums
- Scheduled anthem singers, music acts, traveling performances, and VIPs as well as game day staff

Marketing Intern and Mascot

January 2012 – May 2015

Winthrop Athletics Department, Rock Hill, SC

- Scheduled and managed on and off campus mascot appearances to create brand exposure
- Developed several in-game skits and videos centered around the mascot for several sports
- Started initiatives to increase student attendance at sporting events that led to the development of the FYE
- Organized, performed, and supervised on-court promotions for different sports including basketball
- Worked with sponsors to organize in-game promotions for multiple sports

Other Mascot Roles and Community Involvement

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| • Charlotte Knights back-up performer & gameday handler for Homer the Dragon | 2022-Present |
| • Dole Foods Performer as Pinelope Pineapple (through the Mascot Organization) | 2023-Present |
| • Sigmon Theatrical Roving Entertainer – Various Mascot and Inflatable Characters | 2023-Present |
| • Children's Parties Plus – Various Mascot Characters | 2024-Present |
| • Chester Cheetah Performer (through Clearly Promotions) | 2024-Present |
| • Delta / Red Cross Blood Drive Events at CLT Airport as Buddy the Blood Drop | 2022-2023 |
| • Rock Hill Miracle League – Homer for Game Nights (volunteer) | 2023 |