

# Anthony Geromini

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## PROFESSIONAL SUMMARY

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- Broad professional experience across the sport industry, with job responsibilities including sport marketing and promotions, event planning and management, sales, staff leadership and supervision, sport hospitality, and large-scale fundraising,
- Proven skills in customer service and fan engagement through collegiate and professional athletics organizations
- Bachelor of Science degree in Sport Studies with focused coursework in sport marketing, sport and event management, athletic administration, and hospitality

## EDUCATION

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### University of New Hampshire - Durham, NH

*Bachelor of Science: Sport Studies*

*Minor: Business Administration*

**Expected: May 2019**

*GPA: 3.53*

## PROFESSIONAL EXPERIENCE

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### UNH Men's Soccer Associate Manager – Durham, NH

**August 2016 – Current**

*Associate Manager/Student-Intern*

- Oversee all merchandise orders and organize gear to be sold to fans, as well as create new ideas for prospective future merchandise
- Assist every practice, home game, and majority of away games to help coaches with basic tasks (e.g., set up drills and equipment, run gear store, organize food orders) to aid in efficient operations
- Utilize social media to raise awareness of team and its mission statements, goals, and brand
- Manage local youth program relationships
- Provide an area during each home game for customer service inquiries

### UNH Athletics Development – Durham, NH

**January 2018 – Current**

*Advancement and Events Intern*

- Part of a team that raised over \$1 Million in FY18 for UNH Athletics
- Manage weekly stewardship process for every donor (over 4,400) to UNH Athletics
- Work with head coaches to personalize thank-you cards for every donor
- Assist with documenting bulk email/email contact reports to create a baseline of Athletics Annual Giving touchpoints
- Manage set-up and provided customer service for athletic donor lots at 2018 home football games

### New Hampshire Fisher Cats – Manchester, NH

**May 2017 – August 2017**

*Ambassador*

- Developed and implemented fun and creative promotional strategies for mid-inning events (e.g., mascot races) via the Marketing and Promotions department; resulted in increased fan engagement and positive game experience
- Contributed to company revenue through conducting high volume individual and group package ticket sales via telephone (approx. 200 weekly); utilized verbal communication skills to market upcoming events and promotions.
- Functioned as a collaborative member of their Ambassador Program throughout the 2017 season

### UNH Athletics Media Relations – Durham, NH

**September 2015 – February 2016**

*Film Coordinator*

- Attended all home games for both women's field hockey and men's basketball
- Filmed and live coded home games for both sports via Game Breaker software
- Reported directly to head coaches throughout the sport's prospective seasons

## CAMPUS & LEADERSHIP ACTIVITIES

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### UNH ACE Mentor and Deans Ambassadorship – Durham, NH

**August 2018 – Current**

*Ace Mentor, Dean's Ambassador*

- Co-facilitate first year seminar course (HHS 401) and lead engaging small group discussions on topics including personal, academic and career development; resource navigation; and strategies for healthy living
- Supervise three freshmen for the entire semester and provided them with a student prospective and help with adjusting to everyday college life
- Act as a mandatory reporter and resource for underclassmen to aid in their transition into college life
- Represent the College of Health and Human Services in a positive, professional manner throughout events