

SANGMI PARK

sangmispark@gmail.com

WORK EXPERIENCE

THE GEORGE WASHINGTON UNIVERSITY ATHLETICS DEPARTMENT

Development Associate

February 2019-Present

- Lead event logistics and planning for 75+ virtual and in-person athletic alumni events for 20 sports, including the annual Baseball Golf Tournament and the Athletics Hall of Fame Induction 2019
- Create unique engagement opportunities for fans, alumni, and donors by partnering with cross functional teams (Athletics Communication, Marketing and Fan Engagement, and Facilities) in the GW Athletics External Relations department
- Manage \$75,000 budget for the Colonials Club, GW Athletics' membership only association, submit POs, process invoices, track payments, and coordinate pregame events and catering for 100+ members
- Track progress on fundraising campaigns and gain alignment from stakeholders on graphic design and messaging by utilizing project management tools Trello and Basecamp
- Develop and maintain strong donor relationships by creating and distributing email/print communication from the Director of Athletics and 17 head coaches across 1500+ donors
- Oversee a team of student interns by managing schedules based on bandwidth and assigning projects based on priority

Marketing Coordinator

May 2018-February 2019

- Developed and executed marketing campaigns and promotions to increase game attendance and generate revenue goal of \$500,000
- Established and led game presentation and entertainment to run in-game production for home GW basketball games
- Managed 400+ graphic design and video production projects with graphic design and multimedia team to execute creative content for brand awareness and recruitment
- Coordinated logistics for annual events such as Homecoming, annual awards ceremony the Georgey Awards, and the Home Opener Tailgate with 700+ attendees.

Marketing/Social Media Assistant

November 2016-May 2018

- Created content with graphic design and multimedia team for GW Athletics social media platforms (Facebook, Instagram, Twitter, Snapchat)
- Increased GW Sports Snapchat views by 50% by developing social media campaigns for brand awareness and recruitment
- Engaged with the DC Mayor's Special Events Task Force, which includes DDOT, ABRA, and other local government agencies to implement outdoor Home Opener Tailgate

MAJOR LEAGUE BASEBALL ADVANCED MEDIA (MLBAM)

Real Time Correspondent-Baltimore Orioles

April 2016-October 2016

- Captured creative photos/videos for social media content during each ball game for home and away team at Oriole Park at Camden Yards
- Operated Orioles official Snapchat account (the Best Snapchat Account of Best of Baltimore 2016 by Baltimore Magazine) to show behind the scenes views to followers

BALTIMORE ORIOLES

Public Relations Spring Training Intern

February 2016-April 2016

- Distributed game notes, rosters, credentials, stat packs, and press releases to media providing information about team and players at home games
- Facilitated open clubhouse and interview requests from media covering Spring Training, specifically Korean media covering South Korean player Hyun Soo Kim

Baserunner-Career Introductory Program

March 2015 – October 2015

- Assisted with various in-game live interactive activities, promotions, entertainment, and fan contests
- Developed and presented the Orioles Cultural Program to provide a strong Orioles' presence throughout the immigrant community

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS

Master of Business Administration

Expected June 2022

Master in Tourism Administration, Sport Management concentration

May 2016

MCPHS UNIVERSITY

Bachelor of Science, Pharmaceutical Sciences

December 2013