

MATT CREERON

516.384.8727 | mattcreeron@gmail.com | LinkedIn.com/In/mccreeron

EDUCATION

Master of Business Administration

Anticipated Graduation: May 2017

St. Bonaventure University | *St. Bonaventure, NY*

Bachelor of Science in Sports Studies

May 2016

St. Bonaventure University | *St. Bonaventure, NY*

Minors: Sports Management, Marketing, and Business Administration | GPA: 3.5/4.0

EXPERIENCE

Graduate Assistant

August 2016 - Present

St. Bonaventure University Division I Athletics | *St. Bonaventure, NY*

- Assist the Associate Athletic Director for Internal Operations with game day operations and facility preparation for various home athletic contests for the Bonnies' 16 varsity sports
- Develop and organize a marketing timeline with the Director of Marketing and Promotions for all home athletic events with an emphasis on maximizing ticketing and sponsorship revenue for men's and women's basketball and improving the overall game day experience for patrons in the Reilly Center
- Support the athletic ticket office with men's and women's basketball season ticket renewals, flex pack and single game fulfillment and game day ticketing operations
- Assist the Sports Information Department by filming home soccer games streamed on the Atlantic 10 website
- Provide exceptional customer service to Bonnies fans at all athletic events
- Act as a liaison between St. Bonaventure student body and the athletic department

Marketing Intern/President

September 2012 - May 2016

St. Bonaventure University Athletics | Team Bonas Club | *St. Bonaventure, NY*

- Coordinated in-game promotions and contests with the Director of Marketing and Promotions
- Managed 30 members of Team Bonas, a student organization that emphasizes engagement, spirit and support
- Organized pre-game activities, including, tailgates, the national anthem, player introductions and VIP recognitions

Orientation Leader

July 2015

St. Bonaventure University Admissions | *St. Bonaventure, NY*

- Facilitated orientation sessions in which new students became acquainted with the university
- Gave tours, lead group activities, participated in Q&A panels, and lead informational sessions
- Contributed to the unprecedented success in increasing enrollment numbers
- Collaborated with 15 student leaders, university leaders and officials on creating effective orientation sessions

Marketing/Booking/Events Intern

May 2013 - August 2013

Nassau Veterans Memorial Coliseum | *Uniondale, NY*

- Developed and implemented marketing plans with the Booking/Marketing manager for specific target markets for prospective and booked shows, including Enrique Iglesias, Pitbull and Chris Rock
- Organized and updated marketing materials at designated locations throughout the community
- Collaborated with event management team as an event representative, communicated with security, EMT and disability services to answer guests' questions and follow all safety regulations for events
- Participated in advertising meetings, providing updates on sales and methods to market to vendors

INVOLVEMENT

Associate | Students in Money Management | *St. Bonaventure University*

August 2016 - Present

Event Coordinator | Allegany Unified Sports for Special Olympics | *Allegany, NY*

March 2016 - May 2016

Senator at Large | Student Government | *St. Bonaventure University*

April 2015 - May 2016

Intern | Awesomeness TV | *Santa Monica, CA*

July 2013

Mentor | Freshman Leadership Program | *St. Bonaventure University*

September 2012 - May 2015

SKILLS

Microsoft Office | Facebook | Instagram | Twitter | Team-oriented | Leadership Skills | Sport Marketing Communication Strategies