

## Madison Erwin

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### EDUCATION

Texas A&M University, College Station, Texas

Expected Graduation May 2025

*Bachelor of Science (BS) in Sport Management, Minor in Business*

Overall GPA: 3.40

### SPORTS INDUSTRY EXPERIENCE

Texas A&M University Athletics, College Station, Texas

October 2022 – Present

*Social Media Student Assistant - 12th Man Creative Team*

- Attend all varsity athletic events while actively making Twitter, Instagram, and Facebook posts on the team's social media feeds, including photos, videos, and live score updates.
- Cutting highlight clips from the live feed throughout the game using Twitter Live Cut and then merging them into a highlighted string using Adobe Premiere Pro.
- Recording post-game press conferences and uploading to the 12th Man athletics website.

Scooters Coffee Frisco Bowl, Frisco, Texas

December 2023

*Special Events Internship*

- Worked on the events team to ensure all game day preparations were completed, all sponsorship assignments were fulfilled, and all team activities were executed.
- Worked on the social media team to create and present original graphics and content to grow audience engagement.

NCAA FCS Championship Game, Frisco, Texas

January 2023

*Event Production Internship*

- In charge of our event host (MC) for pre-game, in-game, and post-game entertainment assignments by following the timesheet of the game closely.
- Communicated with the NCAA production team in the control room.
- Helped with sponsorship activation.
- Assisted in running sponsored fan games during timeouts and halftime.

87<sup>th</sup> Goodyear Cotton Bowl Classic, Arlington, Texas

December 2022 – January 2023

*Marketing Team Internship*

- Completed a grassroots marketing campaign around the Dallas/Fort Worth area.
- Presented a 15-minute in-person project overview and “1% Better” marketing pitch to the review board, including the Chief Marketing Officer of the Cotton Bowl, Marketing team members, and the Texas A&M Internship coordinator.
- Collaborated with venue management to ensure the execution of game day operations.
- Assisted with organizing team events, fan events, and sponsorship activations.

### VOLUNTEER WORK

2023 NCAA Division 1 Women's Final Four

April 2023

- Responsible for answering questions and providing high-level customer service.
- Assisted with Fan Fest and Tourney Town events before game day.
- Provided crowd control outside American Airlines Center at the Party on the Plaza event.
- Encouraged fans to recycle as a part of the Coca-Cola Green Team.

### SKILLS

- |                        |             |                          |                    |
|------------------------|-------------|--------------------------|--------------------|
| • Adobe Creative Cloud | • Teamwork  | • HTML                   | • Sales            |
| • Microsoft Office 365 | • Marketing | • Sponsorship Activation | • Customer Service |