

# Timothy James Brennan

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## **PROFESSIONAL EXPERIENCE**

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### **LA SALLE UNIVERSITY ATHLETICS**

**Philadelphia, PA**

*Athletic Sales and Marketing Coordinator (July 2012 –Present)*

- Outreach to major corporations and local businesses to secure corporate partnerships for La Salle's 25 Division I Athletic programs.
- Develop and maintain relationships with corporations in the Philadelphia region leading to major sponsorship agreements.
- Conduct in-depth research to identify potential corporate partners.
- Collaborated with Director of Sales and Marketing to increase sponsorship revenue by 57% in 2014-2015.
- Oversaw donor cultivation, operations and fulfillment for La Salle Athletics' inaugural online auction.
- Produce and manage all sponsorship sales reports, prospect lists, and client databases.
- Ensure completion of sponsorship contract fulfillment by supervising over 50 client accounts.
- Draft all relevant proposals and correspondence to be distributed to corporate partners.

### **PENN STATE SPORTS PROPERTIES & LEARFIELD SPORTS**

**University Park, PA**

*Intern (November 2011- April 2012)*

- Coordinated with a team of four interns to ensure game day operation requirements were met.
- Supervised corporate sponsor promotions before and during home basketball contests.
- Tracked and monitored sponsor advertisements around Penn State's 16,000 seat facility, the Bryce Jordan Center.

## **EDUCATION**

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### **LA SALLE UNIVERSITY**

**Philadelphia, PA**

*MBA, Finance & Management*

*Class of 2016*

### **RELEVANT COURSE WORK**

- MBA 615: Financial Accounting
- MBA 690: Marketing Management
- MBA 692: Financial Performance: Control & Measurement
- MBA 630: Financial Markets
- MBA 748: Managing Financial Services Organizations
- MBA 830: Financial Statement Analysis
- MBA 901 & 902: Global Business Environment & Business Strategy

### **THE PENNSYLVANIA STATE UNIVERSITY**

**University Park, PA**

*Bachelor of Arts: Social Sciences*

*Class of 2012*

- Alumni member of Pi Kappa Phi Fraternity.
- Oversaw fundraising efforts resulting in over \$200,000 raised for pediatric cancer and the Four Diamonds Foundation as
- THON chairman during the 2010 Penn State Dance Marathon.
- Chosen to represent Pi Kappa Phi as a dancer in THON 2012.

## **ADDITIONAL SKILLS**

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- Excellent verbal and written communication skills.
- Exceptional situational leadership skills.
- Self-motivated with a positive work ethic and professional attitude.
- Highly proficient in Microsoft Office products (Word, PowerPoint, and Excel).
- Possesses the desire and ability to learn new technology.