**Alexis Sanchez**

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**EDUCATION**

*Bachelors of Science, Business Administration,* **University of Montana**, Missoula, MT *May 2014*

* Double Major in **Marketing** and **Management**
* Completed **Entertainment Management Certificate** in nation’s premier entertainment management program.
* **GPA: 3.67**; Dean’s List all semesters.
* Recipient of multiple competitive, academic-based scholarship awards totaling $1,600.

**MANAGEMENT EXPERIENCE**

***Marketing Manager,* Eric Clapton: Crossroads Guitar Festival 2013**, Missoula, MT *Aug. 2013 - Present*

* Directed 5-member team to coordinate all aspects (fundraising, branding, marketing, promotion, event planning & management, etc.) for New York City-based charity musical event with performers Eric Clapton, B.B. King, John Mayer, Keith Urban, and many others.
* Managed Facebook page with over 10,000 followers and a Twitter following of over 1,000 to raise awareness, promote and assist in 17-minute sell-out of tickets for event.
* Coordinated and managed “flyaway” promotions with radio stations in 20 different markets nation-wide.
* Attended event in New York City to assist in management and coordination.

***Event Manager,* Entertainment Management Program**, Missoula, MT *Aug. 2013- Present*

* Planned, produced and managed the *ColdSmoke Freeride 2013* ski and snowboarding competition hosting over 20 professional athletes and hundreds of attendees; secured sponsorship by Verizon Wireless; responsible for organizing live entertainment and food & beverage providers.
* Booked and promoted Chris Pierce and Shane Alexander concert at the Missoula Winery; managed a team of 5 students to work event.

***Nation-Wide Tour Marketing Intern,* Insight Management**, Missoula, MT & Scottsdale, AZ *Jan. 2012 - Present*

* Responsible for coordinating marketing for various media outlets on events and concert tours for leading music management company.
* Worked closely with clients such as Ramsey Lewis, Robert Earl Keen and others on their nation-wide tours.
* Upon internship completion continuing to work remotely from Missoula.

***Marketing Intern,* Informed Enterprises**, Missoula, MT *Jan. 2012 – May 2012*

* Organized and conducted focus groups on behalf of Paramount Pictures for big budget films, including *Super 8* and *Puss in Boots*, each grossing over $127 million.
* Conducted market research with data from focus groups and presented to Paramount’s Senior Vice President/Head of Creative Marketing.

***Team Leader / Instructor,* Happy Campers**, Portland, OR *Jan. 2012 – May 2012*

* Managed, supervised and assisted in the development of over 20 staff members and 30 students as the youngest shift supervisor and youngest team leader for this non-profit group managing multiple treatment facilities.
* Coordinated with treatment teams to provide supervision, safety, therapeutic intervention and crisis management for groups of young men and women.
* Assisted with launch of non-profit residential treatment center in Montana after receiving training in Texas.

***Merchandiser,* Cool Beenz Beverage**, Chicago, IL *June 2009-Nov. 2010*

* Responsible for inventory management, working with retail accounts, managing point-of-sale displays, account management and other responsibilities for the leading regional beverage distribution company.
* Represented Budweiser, Coors and many other leading companies in the beverage industry.