

Professional Summary

Post-graduate sports, community and tourism program/project coordinator with over 10 years experience managing projects with five years experience in organization owned and third party sport and community event projects ranging in budget from \$1,000 - \$9 million. Works well with people at all levels of organization such as event owners, facility owners, customers, participants and outside vendors. Goal oriented and budget focused.

Skills

- Public Relations and Crisis Communications
- Sponsorship and marketing
- Strategic planning
- Multi-site operations and logistics management
- Supervision of small and large groups
- Advanced proficiency in Microsoft Office
- Budgeting and fund projection
- Project planning and development

Professional Employment

OPERATIONS MANAGER

04/2015 to present

Harris County – Houston Sports Authority – Houston, TX

2015 IWF World Weightlifting Championships – Nov 2015

2016 AAU Junior Olympic Games – scheduled July 2016

- Coordinated detailed aspects of venue operations for registration, competition and meeting requirements at George R. Brown Convention Center.
- Liaison between venue, local Sport Directors, national governing bodies, International Governing Body (IWF), and Local Organizing Committee (HCHSA).
- Coordinated transportation and concierge needs for international delegates, participants and VIPs for 98 participating countries totaling over 1,500 participants (IWF).
- Reduced expenses by negotiating sponsorship packages with vendors and potential sponsors.
- Supervised volunteers, convention center staff, vendors, deliveries and staff related to event.

SPECIAL EVENTS MANAGER/KEEP ALAMOGORDO BEAUTIFUL COORDINATOR

02/2014 to 04/2015

City of Alamogordo – Alamogordo, NM

- State licensed Resident Agent for the City of Alamogordo controlling all alcohol related operations for City governmental liquor licenses.
- Developed and updated facility policies and procedures, crisis communication plans and staffing requirements for facility rentals.
- Served as facility advisor for Civic Center, Alameda Park Zoo and Griggs Sports Complex.
- Coordinated staff, security, vendors, sponsors and equipment for all City sponsored and owned events.
- Designed several public relations communications regarding events including: social media; newspaper; radio appearances; media advisories.
- Designed electronic advertising for Optec LED displays.
- Submitted annual grant requests to the State Tourism Department for Keep Alamogordo Beautiful funding and coordinated funded and non-funded projects through the grant as well as government and private donations.
- Directed and coordinated twelve annual community special events as well as several programs through Keep Alamogordo Beautiful.
- Doubled attendance numbers for Fourth Friday events by increasing marketing efforts and implementing additional attractions to coincide with event.
- Managed budgets between three City departments (Lodgers tax, Recreation Center, Streets and Maintenance)

JASON M. RICHARDS

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- Performed budget revisions and adjustments in order to properly allocate grant and event funds.
- Expanded marketing efforts for all events including social media and web presence.
- Collaborated with departmental and commercial stakeholders to successfully meet contracted items.
- Supervised the work of employees, volunteers and vendors, offering training and constructive performance feedback.
- Performed event evaluations and provided recommendations for improvement.
- Developed sport and other events to maximize strengths and opportunities that attract outside tourism to the area.
- Coordinated event committee meetings and develops relationships at the executive level with several departmental and commercial organizations.

PROJECT DIRECTOR

06/2012 to 06/2013

Sioux Falls Sports Authority – Sioux Falls, SD

- Created several public relations communications regarding events including: social media; newspaper; radio appearances; media advisories.
- Boosted Summit League basketball tournament revenue by more than 40% by expanding marketing efforts through public relations, social media efforts and acquiring additional corporate sponsorship.
- Positive community returns by providing over \$3 million in economic impact during my tenure as Director.
- Spearheaded volunteer and recruitment effort, resulting in a 50% increase in volunteers and creation of interactive volunteer newsletter.
- Directed all phases of event projects, from planning to evaluation (Marathon/NCAA D1 Football/Retirement Party/NCAA D1 basketball tournament/Community Bike Ride) while maintaining NCAA compliance standards when applicable.
- Recommended process and system improvements such as expanding social media exposure and transitioning to an electronic accounting format.
- Collaborated with governmental and commercial stakeholders to successfully meet contracted items.
- Supervised the work of interns, volunteers and vendors, offering training and constructive performance feedback.
- Streamlined intern recruitment process, resulting in a consistent funnel of qualified applicants and developed long-lasting relationships with university personnel.
- Doubled marathon registration through implementation of recommended improvements created in executive report.
- Coordinated bimonthly board meetings and event committee meetings.

OPERATIONS INTERN

10/2010 to 02/2011

Metro Denver Sports Commission – Denver, CO.

- Created several public relations communications regarding events including: social media; newspaper; radio appearances; media advisories.
- Coordinated monthly board, committee and member meet and greets.
- Supervised the work of 15 member volunteer operations team, providing training and performance feedback.
- Spearheaded risk management plan for Denver Big Air, resulting in proper security and medical procedures for the event.
- Developed executive presentation and report for event improvements for Denver Big Air.
- Collaborated with governmental and commercial stakeholders to successfully meet contracted items.
- Supervised the work of staff and vendors offering constructive feedback on their work performance.
- Contributed to social media and website content for marketing and public relations goals for events.
- Improved efficiency of volunteer recruitment and means of communication for Denver Big Air.

OPERATIONS INTERN

05/2008 to 08/2008

Springfield Sliders – Springfield, IL.

- Supervised the work of 10-15 member volunteer operations team, providing training and performance feedback.
- Directed quality assurance measures to maximize concession sales while minimizing perishable excess.
- Recommended process system improvements such as upselling general admission tickets to VIP at ticket window.

PROJECT MANAGER

02/2000 to 09/2007

Hinds Environmental, Inc. – Springfield, IL.

- Directed all phases of abatement projects, from design to post-project report generation.
- Assisted with planning, budgeting, vendor selection and quality assurance efforts.
- Coordinated meetings involving design and progress with building owners, contractors, and regulatory agencies.
- Assessed contractors and maintained positive contractor relations.
- Collaborated with municipal departments and facility owners to successfully meet contracted items.
- Streamlined design process, resulting in more efficient turnaround for design specs and reports.
- Successfully completed over 30 projects on-time and without significant incident.

Education

Master of Science: Sport and Exercise Science (Sport Administration)

Dec. 2012

University of Northern Colorado – Greeley, CO.

- 3.88 GPA
- Activities Director of Northern Colorado Management Club
- Coursework in Sport Marketing and Advertising
- Coursework in Program Management and Sports Law
- Coursework in Facilities Management and Strategic Planning
- Coursework in Public Relations and Crisis Communications

Bachelor of Sport Science: Sport Management

Mar. 2011

United States Sports Academy – Daphne, AL.

- 3.95 GPA (Graduated Summa Cum Laude)
- Multiple Deans and Presidents List recipient
- Foundational coursework pertaining to the business of sport and athletics

Additional Highlights

- Completed contracted work as an independent consultant in operations for All Sport Central: Brookings Triathlon, May 2013 and USA Football: Development camp, July 2013 and International Bowl, Jan. 2014.
- Active volunteer and willing to volunteer time outside of the office.
- Gaps in work history attributed to education and/or non-professional work.
- Former certified personal trainer (NFPT), CPR/AED (American Red Cross), current SafeSport Certified
- Current member of National Association of Sport Commissions and enrolled in CSEE program
- Five years of experience in sales outside of listed sales experience.