**2013-14: Sales & Marketing Internship - Springfield Falcons (Springfield, MA)**

 The Springfield Falcons, The AHL affiliate of the Columbus Blue Jackets, are seeking passionate and positive people who are committed to becoming leaders in the business of professional sports. Career growth-oriented sports sales development program, which focuses on developing the skills needed to become an inside sales and customer service professional. Under the guidance of the Ticket Sales Department, the intent of this program is to expand the applicant’s abilities to a level that will merit consideration for a promotion to a full time position within the sports industry following successful completion of the program.  You will be required to submit your availability ahead of time.

Responsibilities:  
• Make outbound calls to assigned leads to sell upcoming events and ticket packages   
• Answer incoming single game calls with the ability to up-sell callers into packages, and groups   
• Ability to work office hours during the week plus all Falcons home games  
• Work all home games, plus additional nights, weekends and holidays outside of normal office hours, as assigned  
• Represent the organization at in-house events and off-site community events promoting tickets  
• Maintain computerized records of all ticket customers and prospects using our CRM data base Archtics   
• Provide unsurpassed customer service to prospects and current clients over the phone, in office and at games or other events  
• Assist customer service efforts (mailing invoices, tickets, etc…), and other office tasks  
• Help with planning and organizing various sales and marketing initiatives and programs  
• Attend weekly meetings and sales training/role-play sessions.  
• Other duties as assigned

Qualifications:

• At least one year of advanced education working towards a degree in Business, Sport Management, Marketing or related field.   
• Strong organizational and communication skills   
• Excellent customer service skills   
• Must be able to work a flexible schedule with long hours, which includes home games, nights, weekends and holidays as assigned  
• Desire to be a sales industry leader   
• Ability to work as a team player   
• Proficiency in basic computer software programs

3000 Landing Lane

Moon Township, PA, 15108

412-555-5555

January 26, 2015

Josh Tannenbaum

AHL Hockey Club

Springfield Falcons

45 Falcons Way

Springfield, MA 01103

Dear Mr. Tannenbaum,

I am writing you to apply for your **Sales and Marketing Internship Position**. I found this position while looking at a list of AHL internships, and seemed like a perfect fit for me.

Being a current Division 1 Ice Hockey player at ABC University, I have an extremely high level of hockey IQ and understand all aspects of the industry. I actually am fairly good friends with one of your current players, Mike Smith. The main reason I am interested in working for you is that I have a strong passion for the game, and I can’t see myself working in any other industry. My strong knowledge of the sport hopefully gives me an advantage over the competition for this internship. Though the **Sales and Marketing Internship Position** is a competitive job to acquire, I believe that my history playing the sport, as well as my desire to complete my Sports Management degree at ABC University helps myself rise above the competition for this internship. My goal is to work full-time for a professional hockey team, and I hope I can begin my journey to that goal is an intern for the prestigious Springfield Falcons hockey club.

If you could refer to my resume (enclosed) you will see a summarization of my qualifications for the position. My work phone number is 412-555-5555 and my e-mail is hockeyfam@gmail.com and I would love if we could connect for further conversation regarding the **Sales and Marketing Internship Position**. Thank you for reading and I hope to talk to you soon.

Sincerely,

Jack Smith

Resume Enclosed

**Jack Smith**

3000 Landing Lane 45 Falcons Way

Moon Township, PA 15108 Springfield, OH 01103

(412)-555-5555 (999)- 739- 4625

hockeyfan@mail.rmu.edu

**Objective** To obtain an internship in the Sport Management Field

**Education** **Robert Morris University,** Moon Township, PA

Bachelor of Science in Sport Management, May 2017

**Experience Referee,** June 2013- August 2013

Town Roller Hockey Assn., Mississauga, ON

* Learned about controlling tense situations
* Dealt with managing large-scale competition

**Goalie Instructor**, May 2012- August 2012

Frank Canadian Goalie School, Toronto, ON

* Taught goalies positioning and shot pucks on them
* Used video programming to show goalies there play

**Assistant Hockey Coach,** Sept. 2011- Mar. 2012

James Crothers Secondary School, Markham ON

* Assisted in running practices, bench management
* Helped design season schedule
* Worked with Microsoft Office

**Activities** RMU Division 1 Hockey Player, 2013-

Professional Roller Hockey Player- 2011-

**Computer Skills**  Adobe Photoshop, MS Word, PowerPoint, and Excel

**Achievements** Atlantic Hockey All-Academic Team, 2014

Dean’s List (Spring 2014, Fall 2014)