

DAWN CLARK

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EDUCATION

Bachelor of Science in Sport Management	05/2025
<i>University of Tampa</i>	<i>Tampa, FL</i>
Associate of Applied Science in Graphic Design	05/2010
<i>Waubonsee Community College</i>	<i>Sugar Grove, IL</i>
Certification of Website Design	05/2010
<i>Waubonsee Community College</i>	<i>Sugar Grove, IL</i>

RELEVANT EXPERIENCE

Scouting/Baseball Operations	08/2024 - Present
<i>Prep Baseball</i>	<i>Tampa, FL</i>
<ul style="list-style-type: none">Organized and executed over 10 Prep Baseball showcases, scout days and tournamentsGained hands-on experience with Trackman and BlastCollaborated in the scouting and evaluation of 100's of players, aiding in the identification of top prospectsSupported the analytics team in processing and interpreting data for 100's of players, improving data-driven decision-makingParticipated in video production and editing for scouting reels, ensuring high-quality player assessments	

PROFESSIONAL EXPERIENCE

Florida Operations	01/2023 - Present
<i>Pittsburgh Pirates & Bradenton Marauders</i>	<i>Bradenton, FL</i>
Administrative:	
<ul style="list-style-type: none">Fostering a positive environment and in order to exceed the expectations of visitors, players, and coaches at LECOM Park, and maintain a high satisfaction rateManaged the front desk, answered phone calls, operated the security gates and served customersHandled mail and package distribution. Maintained the MLB package log, ensuring compliance with MLB regulationsEnsure adherence to all visitor regulations in order to maintain a safe environment	
Retail:	
<ul style="list-style-type: none">Retail sales operations in the team store, providing exceptional customer service, processing transactions, and maintaining inventory accuracy to enhance the shopping experience for fans	
Game Operations:	
<ul style="list-style-type: none">Operated wireless camera for MC during live eventsOperated high home camera to record and broadcast game footageManaged scoreboard operations during games - Daktronics All Sport 5000 Series	
Graphic Designer	05/2010 - Present
<i>Ford Gum (acquired Marketing Right in April 2024)</i>	<i>Akron, NY</i>
<ul style="list-style-type: none">Independently performed 100% of the graphic layout of 1000's of custom Big League Chew packaging labels, per year, for production, to ensure utmost consumer enjoyment	
Multi-Channel Marketing	05/2024 - 08/2024
<i>Fanbasis</i>	<i>Miami, FL</i>
<ul style="list-style-type: none">Developed engaging content for social media platforms, including but not limited to Instagram, TikTok, Twitter, and LinkedIn, to captivate our online audienceFormulated, executed, and managed effective social media marketing campaigns aimed at enhancing brand awareness and fostering community engagementMonitored and reported on the effectiveness of our marketing activities, and contribute to ongoing strategy optimization	
Golf Product & Digital Brand Designer	04/2021 - 08/2022
<i>Arete Industries</i>	<i>Odessa, FL</i>
<ul style="list-style-type: none">Managed brand and digital/print design for high-profile golf products, ensuring consistency across all sports industry touchpointsManaged four golf-focused websites, ensuring seamless user experiences and 100% uptime to enhance digital presenceDesigned custom golf products, like tee markers and range signs, working with clients to deliver comps and production files for enhanced course branding	

Senior Level Designer

05/2014 - 12/2020

*McKay Advertising + Activation**Tampa, FL*

- Led the conceptualization and development of design solutions for a diverse range of clients in a large industry, showcasing strategic creativity and effective problem-solving
- Collaborated closely with the director, copywriters, and a dynamic marketing team of 10 to consistently elevate the digital campaign, fostering a culture of continuous improvement and innovation

SKILLS

Technology Proficiency: Adobe Suite, Microsoft Office, Google Workspace, Wordpress, HTML/CSS, CAD, Constant Contact/
Mailchimp, Trackman, Blast, Dakronics, Jujinon Digipower 55 camera, Sony A6400
Platform: Mac & PC

AFFILIATION**Athletic Marketing**

08/2024 - Present

*University of Tampa**Tampa, FL***Sport and Entertainment Management Society (SEMS)**

09/2023 - Present

*University of Tampa**Tampa, FL***VOLUNTEER****NFL Draft Agent Assistant**

04/2024

*KMM Sports**Tampa, FL*

- Assist in pre-draft roster breakdown spreadsheet
- Assist in coordination of media and schedules
- Assist in pre-draft interest updates (Social Media and Press)

Scorer

04/2024

*ACC Men's Championship**Belleair, FL*

- Manually scored holes 1-3 and recorded golf statistics using mobile scoring app

Merchandise Associate

02/2024

*Savannah Bananas**Tampa, FL*

- Provide the "Fan First" experience to each guest
- Properly handle POS transaction
- Prepare/setup stand prior to event and tear-down following
- Work in a fast paced, loud, and exciting environment

Customer Service Ambassador

11/2023

*Tampa Bay Buccaneers**Tampa, FL*

- Assisted guests to ensure the utmost customer satisfaction and enjoyment

Herd Helper

10/2023

*University of South Florida**Tampa, FL*

- Greeting and distributing promotional items to each guest upon entrance to Raymond James Stadium