

# NICOLE F. IMBROGNO

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## EXPERIENCE

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**Syracuse University** | Department of Sport Management

*Instructor and Internship Coordinator* | Syracuse, NY | July 2016 – Present

- Provide academic advising to undergraduate students
- Instructor for Professional Development in Sport Management undergraduate course
- Coordinate, manage, and grade 12-credit sport management senior capstone experience
- Work directly with local and national colleagues in the sport industry to establish capstone opportunities for students in a variety of disciplines
- Meet with students on an ongoing basis to discuss and promote their professional development relative to coursework and interests
- Track and assess capstone process to incorporate best practices and procedures
- Facilitate problem solving issues that might rise among students' sport organizations and/or department
- Provide coaching sessions to assist students with professional development through resume and cover letter writing, practice interviews, and self-assessments
- Advisor for the only active campus chapter of Women in Sport and Events (WISE)

**University of Memphis** | Department of Sport and Leisure Management

*Instructor and Internship Coordinator* | Memphis, TN | August 2016 – July 2016

- Provide academic and professional advising to undergraduate and graduate students
- Assess students' knowledge base, identify their learning goals and develop lessons to meet the same
- Foster students' commitment to lifelong learning by connecting course materials to broader themes and current events
- Develop and implement effective teaching strategies that tie technology into lessons to make them more interesting and useful
- Courses of Instruction: Field Experience in Sport and Leisure Management, Senior Capstone Experience, Principles of Social Media Commerce, Advanced Computer Applications, Venue and Area Management, Event Management

**Duquesne University** | Department of Athletics

*Director of Marketing and Promotions* | Pittsburgh, PA | October 2013 – July 2015

*Assistant Director of Marketing and Promotions* | July 2011 – October 2013

- Identify and coordinate execution of a strategic marketing plan for all 16 varsity sports with particular emphasis on revenue sports (Men's Basketball, Women's Basketball, and Football)
- Supervise one graduate assistant, one work-study student, and the Fan Patrol Internship Program (11 undergraduate students)
- Provide support with the development and implementation of strategic season, single-game, and group ticket sales plans for Men's Basketball
  - 500 percent increase in student attendance for Men's Basketball (2014)
  - Broke student attendance record at Palumbo Center with just under 1000 students (vs. La Salle on January 12, 2014)
  - Assisted in generating 30% of group ticket sales through the Future Dukes program
- 160 percent increase in social media traffic for "GoDuquesne" brand since 2011
- Serve as the brand ambassador for the department and oversee the use of athletics logos and word marks, internally and externally
- Plan and purchase media buys (print, radio, television, and digital) for entire athletics department
- Oversee and coordinate the creative design layout, printing and distribution of sales brochures and other marketing materials as well as the production of TV commercials
- Event producer for Duquesne University football and men's basketball programs working directly with Duquesne Sports Properties to activate sponsorships
- Serve as the ambassador for Duquesne Athletics and the university in various campus committees and boards through public speaking, media relations, and community event attendance
- Departmental chair for spirit groups and student organizations (Cheerleaders, Dukettes, Pep Band, The Duke, the Red & Blue Crew, Student Government Association, Greek Life)

**Seton Hill University** | Sport Management MBA

*Adjunct Professor* | Greensburg, PA | Fall 2014

- Course of Instruction: Sport Economics and Financial Analysis

**University of Memphis** | Department of Athletics

*Marketing and Promotions Graduate Assistant* | Memphis, TN | July 2009 – June 2011

- Marketing contact for Volleyball (Fall 2009), Baseball (Spring 2010 & 2011), and Men's and Women's Soccer (Fall 2010) programs as well as assist with all game day needs for Football, Men's Basketball, and Women's Basketball
  - Broke Baseball attendance record at AutoZone Park with 5,127 spectators (vs. Arkansas on March 23, 2011)
  - 45 percent increase in attendance for Baseball (2010)
  - 28 percent increase in attendance for Men's Soccer (2010)
  - 66 percent increase in attendance for Women's Soccer (2010)
    - Broke single game attendance record with 1,223 spectators (vs. LSU on August 28, 2010)
  - 13 percent increase in attendance for Volleyball (2009)
- Developed and deployed innovative marketing strategies as well as ticket campaigns for four Division I athletic programs
- Utilized social media outlets such as Facebook, Twitter and YouTube to grow the Memphis Tigers brand
- Successfully handled production of all Volleyball, Baseball, and Men's and Women's Soccer home games including: writing PA scripts, creating and executing in-game promotions and playing music using Click-Effects Pro software
- Created promotional schedules, schedule cards, post-up stands and trading cards using Adobe Photoshop
- Received and fulfilled all donation requests for the entire athletic department – approximately 150 per year
- Organized community outreach initiatives for student-athletes: lead University of Memphis Baseball Team in a Mustache March charity initiative, raising over \$1700 for Ronald McDonald House Charities of Memphis (March 2011)
- Recruited, managed and coordinated the Fan Patrol, student volunteers who assist the athletic marketing department

**Embry-Riddle Aeronautical University**

*Athletic Marketing and Promotions Intern* | Daytona Beach, FL | August 2008 – June 2009

**Tampa Bay Buccaneers**

*Events and Operations Intern* | Tampa, FL | August 2007 – January 2008

**Daytona Cubs**

*Account Executive* | Daytona Beach, FL | June 2007 – August 2007

**Pittsburgh Pirates**

*Regional and Premium Ticket Sales Intern* | Pittsburgh, PA | June 2006 – August 2006

**SPECIAL EVENTS**

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**2016 and 2017 Game Producer, Atlantic 10 Men's Basketball Championship**

Barclays Center | Brooklyn, New York

PPG Paints Arena | Pittsburgh, PA

**2016 Game Producer/Floor Manager, NCAA Men's Basketball Championship – First and Second Rounds**

Atlantic 10 Conference | Brooklyn, NY

**2012/2015 Game Producer/Floor Manager and Band/Spirit Squads Liaison, NCAA Men's Basketball Championship – Second and Third Rounds**

CONSOL Energy Center | Pittsburgh, PA

**2010 Marketing Co-Coordinator, NCAA Women's Basketball Championship – Regional**

University of Memphis | Memphis, TN

**2010 Director of Development and Promotions, C-USA Men's Soccer Tournament**

University of Memphis | Memphis, TN

**2009 Opening Round NAIA Baseball Tournament Host Committee**

Embry-Riddle Aeronautical University | Daytona Beach, FL

**2008 NAIA Women's Soccer National Tournament Host**

Embry-Riddle Aeronautical University | Daytona Beach, FL

## **NACDA INVOLVEMENT**

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National Association of Collegiate Marketing Administrators (NACMA) | Member | 2009 – Present  
NACMA Research Committee | 2016 – 2017  
NACMA Professional Development Committee | 2015 – 2016  
NACMA Programming Committee | 2014 – 2015  
NACMA Young Professionals Committee | 2012 – 2014  
2014 NACMA “Best of” Award Winner | Best Student Promotion | Bronze  
2012 NACMA \$1000 Idea Award Stipend Winner  
2009 and 2017 NACMA Convention Presenter

## **SKILLS**

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Microsoft Office  
Adobe Photoshop  
Click Effects Software

## **ACTIVITIES**

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**Women in Sports and Events (WISE)** | Syracuse University | Advisor  
**Kappa Kappa Gamma** Alumna | Beta Tau Chapter | Advisor  
**Girls on the Run** | Assistant Coach

## **EDUCATION**

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**University of Memphis**, '11 | Memphis, TN  
M.S., Sport Commerce

**Syracuse University**, '08 | Syracuse, NY  
B.S., Sport Management