**MARCO MARSHALL**

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**PROFESSIONAL SUMMARY**

Dedicated and driven Sports Business major with hands-on experience in ticket sales, marketing promotions, and golf operations. Proven ability to lead teams, exceed performance goals, and deliver high-quality customer experiences in fast-paced, competitive environments. Skilled in building fan engagement, managing sales logistics, and providing top-tier service in collegiate athletic settings.

**SKILLS SUMMARY**

* Ticketing Platforms (Paciolan, Ticketmaster)
* CRM & Sales Reporting
* Microsoft Office Suite (Excel, Word, PowerPoint)
* Event Logistics and Game-Day Operations
* Customer Service and Communication
* Marketing Promotions and Fan Engagement

**EDUCATION**

Bachelor of Business Administration in Sports Business Expected May 2025

Marshall University Huntington, WV

GPA: 3.5 | Division I Student-Athlete (Golf)

*Relevant Coursework: Sports Marketing, Sports Promotion, Sales and Licensing, Sports Finance, Facility Management*

**WORK EXPERIENCE**

Marshall University Athletics Department Huntington, WV

Ticket Office Intern Summer 2024

* Processed over 500 ticket orders via phone, mail, and online systems for football and basketball seasons.
* Supported promotional events, including 'Pick Your Own Seat Day' and pregame fan engagement activities.
* Assisted with game-day ticket operations, including will-call and walk-up sales.

Sleepy Hollow Golf Club Hurricane, WV

Pro Shop Sales Assistant May 2022 – August 2023

* Delivered personalized service to over 100 customers weekly, ensuring an excellent guest experience.
* Managed cash register and handled retail sales, maintaining 98% accuracy in transactions.
* Trained new employees in sales and customer service procedures.

**LEADERSHIP & INVOLVEMENT**

* Co-Captain, Marshall University Golf Team – Provided mentorship and led team coordination efforts.
* Member, American Marketing Association – Participated in national conferences and sports marketing panels.