

# Lauren Conley Hindman

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Academic & professional samples: <http://lauren.hindman.info/>

## Research Interests

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### Women in Sport Management

- Leadership development
- Social issues in the workplace

### Sport Marketing

- Marketing minor league teams
- Marketing teams in non-traditional markets
- Digital & social media marketing

## Education

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### Drexel University Philadelphia, Pa.

#### Master of Science in Sport Management

- September 2008-September 2010
- 3.93 GPA
- Courses included sport marketing, promotion, media & technology, contemporary issues, law, economics, leadership, and more.
- Research project: Social Media and Minor League Baseball: Improving Marketing Effectiveness

### Indiana University Bloomington, Ind.

#### Bachelor of Arts in Journalism

- September 2000-May 2004
- 3.63 GPA in major, 3.38 overall
- Second concentration/minor: international studies
- Minor: political science
- Awards/Scholarships: IU Faculty Award, Giant Eagle Foundation Scholarship

## University Teaching Experience

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### Adjunct Instructor Huston-Tillotson University, Austin, Texas

#### MKTG 3311 Principles of Marketing July-August 2015

## Professional Sport Management Experience

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### Texas Stars Hockey (AHL) Cedar Park, Texas

#### July 2011-Present

##### Current position: Senior Director of Marketing, July 2015-present

- Previous positions: Director of Marketing, July 2013-June 2015; Marketing Manager, July 2011-June 2013
- Oversee marketing, game operations, and public relations departments.
- Manage four full-time employees, plus an event staff of 15.
- Plan and execute advertising strategy aimed at generating \$675,000 in individual ticket sales with annual budget of \$250,000.
- Create promotional schedule, including giveaway items and ticket promotions.
- Develop digital media strategies for increasing fan reach.
- Serve as floor director during games, overseeing game script and staff.
- Launched new promotions team in 2013, creating job description, employee manual and training materials.
- Planned Calder Cup Championship Rally and Watch Parties as part of team's 2014 championship run.
- Employee of the Year finalist, 2014, and Employee of the Month, June 2014.
- Team won 2013-14 AHL Award of Excellence for the top overall ticket sales revenue growth in the Western Conference.

### Washington Wild Things (Frontier League) Washington, Pa.

#### January 2010-July 2011, May-September 2009

##### Most recent position: Media Relations Manager, January 2010-July 2011

- Previous position: Marketing Graduate Intern, May-September 2009
- Developed and executed marketing and publicity schedule.
- Wrote content for brochures, Web site, newsletters, and news releases.
- Handled all baseball communications including player bios, game recaps, media notes, and stat packs.

- Developed ideas for promotions and marketing and executed concepts for theme nights, contributing to the overall fan experience.
- Improved usability of team website by overseeing redesign.
- Coordinated game presentation, including writing the script and timing sheet.
- Oversaw internship program for team, creating opportunities for students to experience multiple departments.
- Managed interns and game day staff.

**Wheeling Nailers (ECHL)**  
Wheeling, W. Va.

**September 2009-January 2010**  
**Community Relations Graduate Intern**

- Developed lesson plan and student workbook for inaugural educational field trip day.
- Helped run charity golf outing and steak fry event.
- Assisted with game day operations and entertainment, including delivering line-up cards, helping with merchandise sales, coordinating national anthem singers, and setting up post-game autograph sessions.
- Kept plus/minus statistics for off-ice official crew.

## Additional Professional Experience

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<b>Freelance Marketing &amp; Writing Services</b>	June 2007-January 2010 Mars, Pa.
<b>Entrepreneur of the Year Program Coordinator Ernst &amp; Young LLP</b>	February-July 2007 Pittsburgh, Pa.
<b>Communications Coordinator ThoughtForm Inc.</b>	July 2005-February 2007 Pittsburgh, Pa.
<b>Account Coordinator/Assoc. Copywriter Finelight Strategic Marketing Communications</b>	May 2004-June 2005 Bloomington, Ind.
<b>Publicity Assistant/Intramural Head Official Indiana University Recreational Sports</b>	September 2000-May 2004 Bloomington, Ind.

## University Guest Speaking Engagements

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<b>“Socioeconomics of Hockey” Huston-Tillotson University, Austin, Texas</b>	<b>Lecture Dates: January 23, 2015, &amp; March 2, 2012</b> Class: Sociology of Sports SOCI 3317 Instructor: Dr. Michael Hirsch
<b>“Working in Sport Marketing” University of Mary Hardin-Baylor, Belton, Texas</b>	<b>Lecture Date: November 13, 2014</b> Class: Principles of Sport Management EXSS 2371 Instructor: Lester Sombito
<b>“Working in Sport Marketing” Southwestern University, Georgetown, Texas</b>	<b>Lecture Date: November 27, 2012</b> Class: Foundations of Exercise and Sports Studies ESS46-192 Instructor: Lester Sombito
<b>“Marketing Sporting Events” Point Park University, Pittsburgh, Pa.</b>	<b>Lecture Date: February 7, 2011</b> Class: Event Management SAEM 201 Instructor: Teresa Gregory

## Professional Presentations/Panel Discussions

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<b>Panelist, “Sport Marketing Panel Discussion” Alliance for Women in Media</b>	Panel Date: March 20, 2013 Austin, Texas
<b>“Texas Stars Game Operations” AHL Marketing Meetings</b>	Presentation Date: July 8, 2012 Rochester, N.Y.
<b>“Working in Minor League Baseball” RMU Sport Management Association</b>	Presentation Date: March 23, 2011 Moon Township, Pa.

## Additional Training

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<b>University Teaching 101 Johns Hopkins University (Coursera)</b>	March-April 2015
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