

Lauren Conley Hindman

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View work samples at <http://lauren.hindman.info/>

Sport Management Work History

Texas Stars Hockey (AHL)
Cedar Park, Texas

July 2011-Present
Current position: Senior Director of Marketing, July 2015-present
Previous: Director of Marketing, 07/13-06/15; Marketing Manager, 07/11-06/13
Employee of the Year Finalist (2014), Employee of the Month (June 2014)

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: Marketing Graduate Intern, 05/09-09/09

Wheeling Nailers (ECHL)
Wheeling, W. Va.

September 2009-January 2010
Community Relations Graduate Intern

Skills & Experience

Marketing & Advertising

- Manage annual advertising budget of \$250,000.
- Plan and execute advertising strategies aimed at generating individual game ticket revenue in excess of \$650,000.
- Write content and work with creative team to develop ads for radio, print, TV and online.
- Research advertising trends and local consumption habits to guide marketing decisions.

Game & Event Operations

- Develop promotional schedule, including giveaway items and ticket promotions.
- Write and review game scripts, door sheets and timing sheets.
- Coordinate game night planning with ticket sales, corporate sales and building operations.
- Serve as floor director during games.
- Launched new promotions team during the 2013-14 season.
- Planned Calder Cup Rally and Watch Parties as part of team's 2014 championship run.

Digital Media

- Oversaw redevelopment of team website, including complete redesign and improved usability.
- Write feature articles, player bios and other content for website.
- Manage social media strategy to grow fan engagement on Facebook and Twitter.
- Write and edit weekly e-newsletters.

Department Management

- Currently oversee three departments: marketing, game operations and public relations.
- Work with executive staff to create department budgets for ownership approval.
- Maintain expense-tracking system to ensure departments stay on budget.
- Developed departmental system for planning projects and tracking deadlines.

Leadership & Management

- Currently manage four full-time employees, plus event staff of 15.
- Mentor students and young professionals on career development.
- Oversaw internship program for baseball team, creating opportunities for students to experience multiple departments.

Additional Work History

Huston-Tillotson University
Austin, Texas

Adjunct Instructor
July 2015-present

Freelance Marketing & Writing Services
Mars, Pa.

June 2007-January 2010

Ernst & Young LLP
Pittsburgh, Pa.

Entrepreneur of the Year Program Coordinator
February-July 2007

ThoughtForm Inc.
Pittsburgh, Pa.

Communications Coordinator
July 2005-February 2007

Finlight Strategic Marketing Communications
Bloomington, Ind.

Account Coordinator/Associate Copywriter
May 2004-June 2005

Education

Drexel University
Philadelphia, Pa.

Master of Science, Sport Management (September 2010)
3.93 GPA

Indiana University
Bloomington, Ind.

Bachelor of Arts, School of Journalism (May 2004)
Concentration in public relations
3.63 GPA in major, 3.38 overall