

ELISEA JONES

GRADUATE STUDENT

Atlanta, GA

404-735-4488

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SKILLS

Strategic Planning
Project Management
Problem Solving
Coaching & Feedback
Performance Management
Data Analysis
Curriculum Development
Business Tools
Microsoft Word
Microsoft PPT
Microsoft Excel

EDUCATION

Master of Business Administration
Sports Management
Tiffin University
Graduation: May 2020

Bachelor of Science
Kinesiology
Concentration: Fitness Leadership
University of Alabama at Birmingham
Birmingham, AL
Graduation: May 2018

ACTIVITIES

Hurdle Coach
Speed City Track Club
April 2017- August 2019

Director of Social Programs
Black Student Awareness Committee
May 2017- May 2018

PROFILE

Former Division 1 athlete with a deep understanding of communication and sports operations. Able to leverage first-hand sports experience combined with sales industry knowledge to create connections with fans and understand customer experience metrics.

EXPERIENCE

Live Events Team Member, Atlanta Falcons | Atlanta, GA | September 2019- Present

- Collaborated with live event producers to provide support and drive engagement for Atlanta Falcons games and events
- Identified opportunities to increase fan participation by gauging engagement and suggesting necessary changes
- Accomplished event objectives and goals by applying methods to increase overall fan experience
- Evaluated overall success of events and reported findings back to leadership
- Assisted in the preparation, set-up, and breakdown of fan zones throughout events
- Served as point of contact during events and responded to requests in a timely manner

Sports Performance Trainer, Athletic Republic | Roswell, GA | September 2019- Present

- Leads training trials with potential clients and effectively communicates results on physical fitness tests
- Works closely with clients and parents to create a detailed map of fitness goals and plan
- Actively sought out opportunities to attract new clients by promoting Athletic Republic within the community
- Developed a deep understanding of training equipment, training protocols, and training technology to prevent injuries and provide clients with positive feedback
- Completed Athletic Republic Level 1 & Level 2 certifications

Personal Trainer, Anytime Fitness Hoover | Hoover, AL | September 2018 - June 2019

- Facilitated sales and marketing initiatives for programming to increase membership and retain current members
- Conducted safe, effective and personalized exercises for a wide variety of clients
- Provided guidance, education, and encouragement while developing relationships with all members to improve retention rates
- Maintain customer service standards by answering inquiries, resolving complaints and troubleshooting emergencies
- Recruited, trained and supervised all staff while enforcing Anytime Fitness best practices
- Created and maintained detailed budget sheets to keep an accurate account of expenses
- Ensured that the gym upheld Anytime Fitness cleanliness and safety standard by ordering and stocking necessary supplies

Intern, Birmingham Southern Athletic Department | Birmingham, AL | May 2018- August 2018

- Shadowed athletic directors across various sporting teams to gain an understanding of current athletic operations
- Assisted the Athletic Directors with day-to-day department operations and provided regular status updates
- Developed and sent a sponsor report outline to all elite sponsors to generate more revenue for the athletic department
- Provided content ideas and suggestions to assist the Media Relations Director in the development of athletic videos
- Directly reported to a specified assistant coach to fulfill any requests and provided detailed updates on assigned tasks