

Courtney Roney

EXPERIENCE

JMI Sports | University of Kentucky Sports & Campus Marketing

Apr 2023 - Present

Account Executive | New Partnerships

Lexington, KY

- Cross sell advertising assets for all University of Kentucky Athletic programs/teams
- Build unique marketing campaigns and packages for prospective partners including in-venue signage, social media and digital assets, community events sponsorships, entitlements, etc.
- Prospect new partnerships through online networking, LinkedIn and personal connections
- Attend lunches and networking events to build strong client relationships
- Pitch, negotiate and close multi-year new partnership deals
- Closed six new partnership deals in first year of employment, generating over \$250,000 in revenue

Utah Jazz | Smith Entertainment Group

Aug 2021 - Mar 2023

Account Executive | Corporate & Premium Partnerships

Salt Lake City, Utah

- Prospect new potential partnerships for the Utah Jazz through online networking, LinkedIn and personal connections
- Attend lunches and networking events to build strong client relationships
- Collaborate with Utah Jazz marketing department to ideate and development proposals that align with prospective partners' strategic direction and marketing goals
- Pitch, negotiate and close multi-year new partnership deals
- Exceeded annual new partnership goal by 340% by end of year one, generating over \$1,000,000 in revenue
- Exceeded annual new premium seating goal by 175% by end of year one, generating over \$500,000 in revenue

My New Enterprise

Nov 2020 - Aug 2021

Marketing & Sales Manager

Remote

- Sell a series of business courses targeted to women entrepreneurs to Women's Business Centers around the country
- Manage all social media platforms including Facebook, Instagram, YouTube and Pinterest
- Create ads targeted to our client demographic and manage all advertising statistics
- Contact and communicate with potential and existing clients through phone calls and email campaigns

Utah State University Athletics

Jan 2020 - Aug 2021

Game Production & Marketing Assistant

Logan, UT

- Execute game day media elements for crowds of 10,000+ people at all sports events, increasing attendance by 20%
- Create long-term and short-term marketing objectives and strategies for all USUI collegiate teams
- Write marketing plans for men's basketball and football with upcoming season projections and new initiatives
- Photograph and interview student athletes for new creative content
- Emcee football, men's and women's basketball
- Write gameday scripts for women's volleyball and women's basketball
- Run sound and music for women's volleyball

Hutchings Museum & Institute

May 2020 - Aug 2020

Social Media & Content Coordinator

Lehi, UT

- Ran all social media accounts including Instagram, Facebook, LinkedIn, Google My Business and Twitter
- Created and ran Google Ad campaigns and increased social media following by 200%
- Designed all graphics for social media, billboards, and other promotional channels

EDUCATION

Utah State University, Jon M. Huntsman School of Business

December 2021

Bachelor of Science in Marketing

VOLUNTARY SERVICE

Small Enterprise Education & Development Program

Sep 2019 - Dec 2019

Business Development Intern

Trujillo, Peru

- Mentored and taught business principles to over 30 impoverished small business owners and families
- Prepared and taught Sales and English classes for over 50 students in a local learning and development center
- Planned and taught entrepreneurial business classes for over 100 individuals in two locations across the city
- Made possible for families to send children to school through increased revenue generated by sales of improved products and services