

Colin McCarthy
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EDUCATION

University of South Carolina, 2017

Bachelor of Sports and Entertainment Management

Major: Sport and Entertainment Management

Honors: Member of the Leadership Institute and The Sigma Chi Fraternity

EXPERIENCE

Boston Red Sox

Boston, MA

Sponsorship Activation Assistant (Street Team)

June 2017- Present

Assisted the Boston Red Sox with Sponsorship Activation as a member of the Street Team. Specifically assisted sponsorship activation for the MLB Ballpark App, Santander, T-Mobile, Virtual Reality, and CarMax. Also, represented the Red Sox organization at Red Sox Showcase events throughout New England.

Lexington County BlowFish

Lexington, SC

Ticket and Merchandise Sales Intern

May 2016 – August 2016

Oversaw and executed all ticket and merchandise sales for the Blowfish that resulted in lucrative sales and revenue for the team. Made sales calls to local businesses to sell our executive Stadium Club Lounge for Blowfish games. Successfully ran and managed the Blowfish Fan Store.

New York Yankees

New York, New York

Corporate Sales and Sponsorships Intern

May 2014 – August 2014

Conducted extensive research on potential sponsorship prospects for the New York Yankees and created presentations that highlighted all the lucrative opportunities that being a Yankees sponsor can create for a company. Managed multiple clinics for inner city children that were sponsored and paid for by the Yankees sponsors. Assisted in the day to day sales for the Yankee Organization.

SKILLS

Proficient in Excel Program and Microsoft Office.

AWARDS

Letterman in Varsity Baseball and a graduating member of the Leadership Institute.

ACTIVITIES

Member, Sigma Chi Fraternity. Volunteer, Boys and Girls clubs' events that involve sports.