

JUSTIN J. FARGUS

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CAREER HIGHLIGHTS

Top-performing leader in Athletic Administration and Sports Management with 10+ years of experience fostering strategic growth and development of cohesive programs and successful teams across academic institutions, amateur/professional leagues, and sports marketing firms. Consistent results as an eager and focused intermediary between the team and public eye, swiftly identifying new opportunities and improving upon operations and promotions in effort to produce a positive image and maintain functional balance. Track record of managing well-organized game operations and building sustainable relationships and beneficial networks across diverse athletic environments.

VALUE OFFERED

- ❑ Self-Motivated Leadership
- ❑ Media & Public Relations
- ❑ Logistical Program Coordination
- ❑ NCAA Account Management
- ❑ Relational Customer Service
- ❑ Detailed Event Management
- ❑ Athletic Sales & Marketing
- ❑ Cost-Effective Negotiation
- ❑ Multi-Disciplined Coaching Expertise
- ❑ Organized Budget Management
- ❑ High-Pressure Deadlines
- ❑ Promotional Design & Production

CAREER HIGHLIGHTS

GEAR FOR SPORTS, INC., Lenexa, KS, 2016 - Present

Event Coordinator

Manage NCAA accounts and championship events and interface directly with conference and venue representatives to ensure fulfillment of contractual obligations. Spearhead coordination of logistics, staffing, and operatorial oversight of licensed merchandise including planning, inventory, orders, and site accounting documentation. Maximize customer experiences through continuous production of an exceptional retail environment.

- ▣ Coordinated Men's Basketball **Final 4 and College World Series** for both men and women.
- ▣ **Achieved the highest net sales** of any NCAA first/second round men's basketball event at \$215K in 2017.
- ▣ **Increased Division I Ice Hockey Final sales by \$9K** and Men's Division III Basketball final sales by \$3k.

BLUE VALLEY SCHOOL DISTRICT, Overland Park, KS, 2008 - 2016

Coach & Para-Educator

Implemented instructional planning and monitored student behavior. Provided supervision, care, and instruction for students with special needs.

- ▣ Served as Assistant Coach for high school and middle school sports, including **seven years of football and three years of both basketball and track.**

KANSAS CITY OUTLAWS HOCKEY, Kansas City, MO, 2004 - 2005

Director of Media & Game Operations

Utilized experiential expertise in directing team communications and promotional programs to heighten media awareness and produce pre-game and post-game publicity materials. Managed fundraising events for charitable entities to increase exposure and strengthen partnerships. Oversaw the work of six interns in developing and implementing new programs to build attendance, loyalty, and community awareness. Produced highly detailed player biographies and maintained accuracy in management of team statistics. Prepared game timelines and public announcements as Director of Game Operations and effectively coordinated projects despite tight deadlines and strict budgetary constraints.

- ▣ **Secured weekly television appearances** for players and coaches in addition to the **creation, design, and production** of music and video selections for fan entertainment and promotions at **40 home games.**
- ▣ **Improved content and quality** of weekly press releases and game notes through utilization of skilled expertise.

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CAREER HIGHLIGHTS CONTINUED

KANSAS CITY COMETS SOCCER, Kansas City, MO, 2001

Community Relations Manager

Secured vendors and suppliers of team merchandise and apparel, skillfully negotiating contracts to reduce costs and control expenses without neglecting quality. Directed the enrollment, participation, and learning experiences of summer youth soccer camps and directed well-targeted promotional activities/appearances by players, mascots, and more.

- ▣ Maintained sole responsibility for the development and production of the **team's first Training Camp Media Guide**.
- ▣ **Designed game score cards** to benefit the American Red Cross following the tragic events on September 11th.

ADDITIONAL WORK EXPERIENCE

THE KANSAS CITY STAR, Kansas City, MO, 2005 - 2008

Advertising Representative

LAMAR OUTDOORS ADVERTISING, Kansas City, MO, 2001 - 2004

Account Executive

HERSHEY BEARS HOCKEY CLUB, Hershey, PA, 1998 - 2000

Team Administrative Coordinator

ACADEMIC BACKGROUND & TECHNICAL SKILLS

Master of Education: Athletic Administration, WILLIAM WOODS UNIVERSITY

Bachelor of Arts: Sports Management, PFEIFFER UNIVERSITY

Game Ops Commander, StatCrew, Quark Xpress, Adobe Photoshop, Microsoft Office, Final Cut Pro

PROFESSIONAL AFFILIATIONS

Kansas City Officials Association

USA Hockey Official, Level 3