

William Lee

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Professional Experience:

Regis University

Assistant Athletic Director: External Relations

8/2018-7/2023

- Created an overall marketing plan to go the overall revenue in line with the strategic goals of the department which included generating over \$36,000 in annual profit from Father Shelton golf tournament.
- Cultivated new corporate partnerships with local and national companies (Coca Cola and Adidas)
- Tournament Director for Multiple NCAA Regional and RMAC Conference Tournaments
- Led ticketing campaigns that increased yearly ticket sales at least 30% every year
- Managed and implement concessions plan that increase sales 110% over last year (2022-23 YTD)
- Tracked all corporate interactions in HubSpot CRM software
- Recruited, supervised, and trained full time and student staff for multiple roles including for game day operations
- Promoted and acknowledged a culture of compliance with the RMAC and NCAA rules
- Scripted all athletic events to fulfil partnership activations in conjunction with department marketing plans and the goal to improve fan experience
- Implemented use of new technology to improve every aspect of the fan experience including new online ticketing platform, registration software, streaming production, and online donations
- Engaged with and cultivated relationships with donors and potential donors through multiple events
- Processed and tracked all athletic donations and gift fulfillment for the entire athletic department
- Worked to increase Blue and Gold annual memberships through traditional avenues as well as implementing new mobile donation platform and one day events such as Regis gives day
- Worked with teams to plan and execute events for the purpose of driving sports specific fund raising goals
- Coordinated crowd funding campaign and yearly solicitations with annual giving staff

University of Texas at Arlington

Marketing and Promotions Manager

1/2015-9/2017

- Created and implemented marketing plans for all ticketed sports as well as select non-ticketed sports and surpassed revenue goals in 2015-16 by 58% (\$82,000) and 2016-17 by 16% (\$48,000)
- Worked with entire department to create a long term (5 year) business and revenue generation plan
- Organized the distribution of marketing materials on campus with the goal of increasing paid student attendance (increased by 88% for Men's Basketball (2015-16) and by 92% for Volleyball (2015))
- Worked with UTA teams to build marketing theme days to increase attendance and better fan experience and combine those plans with local groups to reserve halftime performances for MBB, WBB and VB
- Purchased, Managed and tracked advertising pieces for external media, campus media, and social media
- Collaborated with Athletics giving team to work with and recruit donors
- Recruited, trained and managed Graduate Assistants, student office staff, game day interns and graphic artist
- Set attendance records in VB (2014), BSB (2015, 2017 2x) WBB (2016 & 2017) MBB (2017 2x) SB (2016)
- Promoted and acknowledged a culture of compliance with the Sunbelt and NCAA rules

Texas Christian University

Marketing Assistant

8/2012-12/2014

- Managed marketing and game presentation aspects for multiple events in conjunction with creating marketing plans, game scripts, and ordering of promotional materials
- Worked with in game production software such as Daktronics and Venus systems
- Scheduled and managed team appearances at local events as well mascot appearances in the community
- Promoted and acknowledged a culture of compliance with the Big 12 and NCAA rules

Texas Christian University

Group Ticket Sales

8/2012-12/2014

- Managed group sales across all sports totaling 30,618 tickets, generating \$282,312 in revenue
- Daily use of Paciolan ticket system for entering orders and checking ticket availability
- Researched, created, and contacted databases for groups ticket purchases across multiple sports

IMG Global

GameDay Marketing Intern

9/2013-9/2014

- Worked with IMG staff to complete sponsorship fulfillment, in game recognition, and contractual obligations
- Helped with set up and management of "Frog Alley" the TCU Football game day sponsorship area
- Created video board elements as well as other graphic elements for sponsorship partners
- Implemented sponsor agreements for game promotions and marketing materials

University of Texas Baseball Camp

Camp Office/ Marketing Staff

12/2010-8/2012

- Created digital and grass roots marketing programs which increased camp revenue by 20%
- Handle all marketing and advertising aspects for camp including google ads and other online tools
- Launched and managed e-commerce site which generated sales of over \$25,000
- Recruited, managed and trained seven college interns during the summer and fall camp seasons
- Worked with trainers and medical staff for planning for camper health
- Negotiated deals with hotels/university dorms and vendors to manage camp budget

Michigan State University

Ticket Office Intern

6/2009-3/2010

- Managed student workers and financial transactions for multiple athletic events
- Daily use of Paciolan ticketing software, experience with Playerguest.com and Passlist.com
- Served as intermediary between Michigan State and its donors, alumni, administration, students and the public regarding ticket purchases, seating and other privileges
- Compiled report for hockey season to assist in developing future marketing plans
- Promoted and acknowledged a culture of compliance with the Big Ten and NCAA rules

Student Alumni Foundation

Co-Director of Slapshots

4/2005- 4/2007

- Created a new marketing and branding plan which increased student membership by 80% from 05-07
- Managed the yearly budget for advertising and marketing purchases
- Logged and implemented new marketing and advertising elements to promote ticket sales
- Managed ticket distribution for all members
- Successfully solicited sponsorships to increase group funding

Education:

University of Texas at Austin

8/2010-5/2012

- Masters of Education in Sports Management

Michigan State University

8/2003 -5/2007

- Bachelor of Arts in Marketing, Deans List Fall Semester 2005

Online Certification Classes

Gale Online Courses:

Interpersonal Communication,	Introduction to Nonprofit Management,	Nonprofit Fundraising Essentials,
Introduction to Google Analytics,	Using Social Media in Business	Leadership
Professional Sales Skills	Fundamentals of Supervision and Management	Effective Selling
Introduction to Photoshop CS6,	Keys to Effective Communication	Business and Marketing writing
Effective Business writing	Marketing your non-profit	

Relevant Committees

Regis Athletics Hall of Fame committee 2019, 2022

Regis Athletics: Head golf coach search Committee (2x)

Regis Athletics: Website Redesign Committee 2021

Denver Chamber of commerce member 2018:-Current

Westminster chamber of Commerce member: 2021-Current

Regis: Welcome Week committee 2018- Current

Regis: University Marketing committee 2018- Current

Regis: Head Recruiter Softball Coach 2019

Regis: 2019 Women's Lacrosse Regional Planning Regis: 202 Volleyball Regional Planning

Regis: 2019 Regional Rules attendee

Regis University: Iggy Beer Fest-2018, 2019

Regis University: Alumni weekend/ B&G Weekend 2018-Current Regis:

Regis Tech Treat 2018, 2019

Regis: Student Athlete Banquet Committee 2018,-Current

Regis: Lacrosse convocation planning 2019,

Regis Baseball convocation planning 2021

Regis Premier Volleyball Tournament 2018-Current

UTA: Maverick Open Golf Tournament 2015, 2016

UTA: Hiring of Associate AD for communications 2016

UTA: Homecoming committee 2015, 2016

UTA: New employee orientation 2015-2016

UTA: Athletic representative for new student orientation 2015, 2016

UTA: Spring Pep Rally 2015, 2016

Arlington Chamber of commerce member 2015-2017

MSU: Student alumni foundation member 2003-2007

MSU: Student alumni foundation board member 2005-2007