

BRIAN FISCHER

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| EDUCATION | UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Dual Degree: Bachelor of Business Administration/Bachelor of Arts in Sport Management April 2014 <ul style="list-style-type: none">• GPA 3.8/4.0• Member of Sports Business Association• University Honors Winter 2010, Fall 2011, Winter 2012, and Fall 2012 | Ann Arbor, MI |
| EXPERIENCE | MICHIGAN SPORT BUSINESS CONFERENCE (MSBC) Local Sponsorship Executive <ul style="list-style-type: none">• Collaborate with student run board to develop launch strategy for first annual sports business conference• Create and implement strategy for obtaining sponsorship from Ann Arbor area companies, secured seven event sponsors to raise funds and spread awareness on a local level | Ann Arbor, MI |
| 2012 | CITY SPORTS Sales Associate <ul style="list-style-type: none">• Educated consumers on product benefits which led to increased awareness of product and customer satisfaction• Assisted with inventory management to improve efficiency in fulfilling customer requests | Newton, MA |
| 2011-Present | MUSIC MATTERS STUDENT ORGANIZATION Founder/University Relations Co-Chair/Advisory Board <ul style="list-style-type: none">• Developed and organized concert incorporating specific revenue models, including corporate sponsorship and university grant programs; raised over \$100,000• Advise new Executive Board members on executing student organization goals to continue growth of MUSIC Matters | Ann Arbor, MI |
| 2011-2012 | CHI PHI FRATERNITY, ALPHA TAU CHAPTER Recruitment Chair <ul style="list-style-type: none">• Led membership committee; conceptualized, targeted and executed marketing strategies to increase new members by 30% over previous year• Created presentation materials and social media campaign to effectively communicate membership advantages and benefits, making the overall process more effective | Ann Arbor, MI |
| 2011 | CONVENTURES, INC PUBLIC RELATIONS AND MARKETING Marketing Intern <ul style="list-style-type: none">• Researched and obtained sponsorships and donations from local and national businesses through cold calling; conducting up to 30 calls a day with potential clients• Assisted with event day set up and registration at events such as the Tufts Health Plan 10K for Women and John Hancock Sports Fitness Expo improving overall experience for participants• Compiled materials and managed event information for database of over 10,000 people to increase participation in future races | Boston, MA |
| 2010 | NORTHEASTERN UNIVERSITY ATHLETICS DEPARTMENT Sports Information Intern <ul style="list-style-type: none">• Tracked and recorded Men's Ice Hockey game statistics for preparation of box score and media guide• Generated and programmed new content for University Athletics website, consolidated data into new media to increase overall availability of information | Boston, MA |
| ADDITIONAL | <ul style="list-style-type: none">• Thundercat Sports Camp Coach• Deutsche Bank PGA Championship Volunteer• Computer: MS Word, PowerPoint, Excel, Access and SPSS• Avid Boston area sports team fan and passionate traveler | |