

# DAVID E. RAMIREZ

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## EDUCATION

**University of Colorado at Boulder, Leeds School of Business**, August 2008 – present

*B.S. in Business Administration – Operations Management*

**Business of Sports Certificate, University of Colorado at Boulder**, May – July 2011

- Advanced program to develop business skills in the sports industry which included daily case analysis and projects in economics of sports, sports management and marketing, sports law and leadership
- Small group, intensive two-month research project for CU Athletics which required the ability to be extremely organized, to meet tight deadlines, and to work independently as well as with team members

## WORK EXPERIENCE

**University of Colorado Football**, Boulder, CO, May 2011 – Present

*Student Assistant to the Defensive Coordinator*

- Developed and implement recruiting campaigns to attract new recruits via Facebook, email, and direct mail
- Assisted with the travel documentation for home and away games, including itineraries, seating charts, and flight manifests
- Prepared scouting reports and game plans for meetings, practices, and game days
- Coordinated pre-game and post-game events for players and coaches

**University of Colorado Athletics**, Boulder, CO, June 2011 – July 2011

*Social Media Intern*

- Researched professional and collegiate teams' best practices for Facebook and Twitter to increase followership and create greater fan interaction
- Presented heads of athletic department with a new cost-effective, efficient, and interactive social media plan
- CU implemented many of the recommendations for our Colorado Athletics Facebook page and @CUBuffs Twitter account; CU saw an increase in over 400 Facebook "Likes" and 300 Twitter followers in one day after one recommendation

**San Marino National Little League**, San Marino, CA, Summer 2005-2010

*Head Scorekeeper*

- Scheduled and tracked games/hours for team of 8 scorekeepers
- Helped organize and host tournaments for the league
- Demonstrated the ability to communicate with league officials and coaches

**Cantaloop Frozen Yogurt**, Pasadena, CA, Summer 2009

*Server*

- Engaged daily in positive customer relations
- Created a healthy environment for customers
- Maintained a positive public image