

ADRIEL ROCHA

220 Riverside Avenue Apt. 528 • Jacksonville, FL 32202 • (228) 234-0287 • Adriel.Rocha@ymail.com

SUMMARY OF QUALIFICATIONS AND SKILLS

- Bilingual (English/Spanish)
- Equally successful in both team and self-directed settings; and proficient in Microsoft Office: Power Point, Word, Excel, Access, Internet Explorer, Outlook computer skills, knowledge and trained in Archtics and Microsoft CRM
- Demonstrated marketing/public relations, advertising, events planning, promotional skills, fundraising capabilities, sales force efforts, public speaking, conflict resolutions, budget management, people management, and problem-solving
- Ability to meet deadlines, flexible, multi-task, and work on many projects simultaneously
- Great analytical & organizational skills, highly motivated & energetic, excellent written, oral communication, interpersonal, customer service and administrative skills

EDUCATION

THE UNIVERSITY OF SOUTHERN MISSISSIPPI, Hattiesburg, MS

Graduation: May 15, 2010

- B.S., Sport Management
- Minor, Business Administration

EXPERIENCE

JACKSONVILLE JAGUARS, Jacksonville, FL

August 2016 - Present

Community Relations Manager

- Manages the strategic impact of the team's community relations efforts, including coordination of all player requests for community events
- Manages securing and disseminating autographed items and tickets for auctions, donations and other community needs
- Coordinates with multiple departments to increase promotional reach, media exposure, and fan engagement for all community related events
- Serves as the primary liaison for Spanish-speaking families and establishes local initiatives for engagement with the Hispanic/Latino community

NEW ORLEANS SAINTS, New Orleans, LA

July 2013 - August 2016

Community Affairs & Youth Football Coordinator

- Assisted in managing the Saints partnership with USA Football, acting as main point of contact for NFL FLAG
- Scheduled and coordinated Gatorade Junior Training Camps for schools and corporate sponsorship fulfillment
- Interacted with current and former players in a professional manner to coordinate their appearances in the community
- Served as the primary liaison for Spanish-speaking families and establishes local initiatives for engagement with the Hispanic/Latino community

NEW ORLEANS PELICANS, New Orleans, LA

January 2012 - June 2013

Corporate Partnerships Associate

- Managed corporate partner accounts which included fulfillment, activation, up-selling, account renewal and on-going communication pertaining to all team-related deliverables
- Coordinated with marketing, game operations, ticketing, community relations etc. to ensure the timely implementation of all contractual elements

TULANE UNIVERSITY ATHLETICS, New Orleans, LA

August 2011 - January 2012

Ticket Sales Consultant

- Made 100 outbound calls daily, supplemented with face-to-face presentations and in-arena/stadium tours
- Grew sales significantly each week by attracting additional business leads
- Assisted with athletic events including home games and special events

ORANGE BOWL COMMITTEE, Miami, FL

August 2010 - January 2011

Ticket Sales Representative (Assistantship)

- Managed schedule to achieve daily and weekly goals for calls, contacts, and appointments
- Conducted and coordinated telephone campaigns to acquire new business, retain current customers and generate incremental ticket sales and revenue
- Assisted with promotional activities to create awareness and generate sales leads