



# Career Portfolio

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*By: Lyndsey Colman*

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## Career Development Plan

### Future Career Path

- ❖ Graduate School:
  - Tiffin University Graduate School for Sports Management
- ❖ Entry Level
  - Promotional Team Member for the Albany Devils
- ❖ Middle Level
  - Business Manager for Learfield Sports
- ❖ Senior Level
  - Director of Business Development for the Chicago Fire Soccer Club

I believe these steps will take me to be the Director of Business Development and hopefully beyond.

## Four Year Plan

Major Sports and Recreation Management

Concentration All Three Concentrations

Fall 2012	Spring 2013	Summer 2013
LAW 211	LAW 260	ENG 242
MGT 201	SRM 260	HIS 111
MKT 151	NAT 124	PHI 110
SRM 160	COM 235	INTERSHIP
COM 212	MGT 301	
	MKT 253	

Fall 2013	Spring 2014	Summer 2014
HOS 104	SRM 291	
SRM 360	HOS 330	
SRM 325	MKT 364	
SOC 280	MGT 495	
FIN 301	CIT 312	
SRM 475		

## Four Year Plan Explained

My four year plan is actually a two year plan because I transferred to Tiffin University from Brevard Community College after receiving my Associates of Arts Degree. I am concentrating in all three of the Sports and Recreation Management concentrations which are sports marketing, athletic administration, and recreation and tourism. All courses I have picked are all required courses for all three concentrations. I chose this major and concentrations because I would like to do a little bit of everything in the sports industry.

## Internships

Tiffin YMCA- I have chosen YMCA because it is in Tiffin and I would get to learn the recreation and gym facility aspects of the sports world.

Greater Cleveland Sports Commission- I chose the sports commission to learn more about sports marketing, event management, and sports development.

Toledo District Golf Association- I chose the golf association because I want to know if I would like running a golf club of some sort or not.

Hermes Sports & Events, Inc.- I chose Hermes because they offer internships for event and competition management.

Tiffin University- I chose Tiffin University because I would like to know more about getting into the college level of sports and to see if I would like it.

## Final Resume

**Lyndsey B. Colman**  
9 Circle Lane  
Albany, NY 12203  
lynzcolman@gmail.com  
Cell: (321) 693-3150

### OBJECTIVE

Director of Business Development for the Chicago Fire Soccer Club.

### EDUCATION

**Tiffin University**, Tiffin, Ohio

Masters of Business Administration received May 2016— Major: Sports Management

GPA: 3.0

Bachelor of Business Administration received May 2014— Major: Sports Management, Minor: Sports Marketing, Athletic Administration, and Recreation and Tourism.

GPA: 3.0

*Activities: Team member, Women's Soccer; Team member, Sports Management Club and Business Club*

**Brevard Community College**, Melbourne, Florida

Degree: Associates in Arts received May 2012

GPA: 3.2

*Awards: Dean's List, Fall 2010 and Fall 2011*

### HIGHLIGHTS

- Studied at the University of Westminster in London, England, from June 2011 through August 2011

### WORK EXPERIENCE

**Albany Devils**

Promotional Team, September 2016 – Current

Customer service representative

- Execute in-arena promotions
- Fan interaction
- Bar and community appearances

**Hermes Sports & Events, Inc.**

Intern, May 2014- August 2014

- Experience in event, race, and competition management
- Assist in planning a variety of sports events
- Onsite management
- Educated in sports specific software programs including Chronotrack RFID tag
- Involvement in the Cleveland Corporate
- Hermes Sport & Social (Social Leagues, tournaments, and social events)

**Tiffin YMCA**

Sports Intern, May 2013- August 2013

- Schedule and manage youth programs
- Assist with coaching
- Promote programs, activities, and events

**Coastal Hyundai**

File Clerk, June 2012 – August 2012

- File documents
- Assistant to office manager

**VOLUNTEER EXPERIENCE****Tiffin YMCA**

Volunteer, November 2012 – May 2016

- Help with children's sports

**SKILLS**

Computer: MS Excel, MS Word, MS PowerPoint, MS Access

## Original Resume

**Lyndsey B. Colman**  
9 Circle Lane  
Albany, NY 12203  
lynzcolman@gmail.com  
Cell: (321) 693-3150

### OBJECTIVE

Director of Business Development for the Chicago Fire Soccer Club.

### EDUCATION

**Tiffin University**, Tiffin, Ohio

Major: Sports Management—Masters of Business Administration received May 2016

GPA: 3.5

Major: Sports Management in Marketing—Bachelor of Business Administration received May 2014

GPA: 3.5

*Activities: Team member, Women's Soccer; Team member, Sports and Recreation Club*

**Brevard Community College**, Melbourne, Florida

Degree: Associates in Arts received May 2012

GPA: 3.2

*Awards: Dean's List, Fall 2010 and Fall 2011*

### HIGHLIGHTS

- Studied at the University of Westminster in London, England, from June 2011 through August 2011
- Studied in New Zealand from August 2015 through December 2015

### WORK EXPERIENCE

**Albany Devils**

Promotional Team, September 2016 – Current

Customer service representative

- Execute in-arena promotions
- Fan interaction
- Bar and community appearances

**Major League Soccer**

Marketing Intern, January 2016 – June 2016

- Assist with managing MLS and SUM Partners
- Planning and execution of MLS events, FMF U.S. tour, and CONCACAF tournaments
- Manage merchandise inventory for partners
- Organize partner assets
- Handle department's budget
- Direct contact with clubs and partners



- Help provide market research for partners to aid in their marketing plans

### **Global Spectrum**

Events Intern, January 2014 - May 2014

- Assist with the booking of events, particularly the estimates for management
- Assist in advancement of event/shows
- Assist with all event operations on the day of the show
- Assist with pre-show/post-show financial settlements
- Learn to be a liaison between users of the facility and the facility staff
- Learn to organize and rent meeting space
- Participate in event logistics

### **Coastal Hyundai**

File Clerk, June 2012 – August 2012

- File documents
- Assistant to office manager

### **VOLUNTEER EXPERIENCE**

#### **Tiffin Parks & Recreation**

Volunteer, January 2013 – May 2016

- Help with children's sports camps

### **SKILLS**

Computer: MS Excel, MS Word, MS PowerPoint, MS Access

## Completed Volunteer Form

### SRM 160 – Volunteer Hours Placement Agreement

The agreement is between Lyndsey Colman (printed student name) and the School of Business at Tiffin University for the purpose of making official the completion of eight (8) hours of sports volunteer services scheduled for the Fall Semester of 2012.

The aforementioned student agrees to:

1. Accept and fully complete the volunteer hours at Tiffin Community Ymca (site name) for the aforementioned semester.
2. To represent the School of Business and Tiffin University with ethical and professional conduct at all times.
3. Work out assignments and work schedules with the site supervisor.
4. Be punctual, dependable, do a good job, and inform the supervisor at the site of work to be missed in emergency circumstances, by making appropriate arrangements in advance.
5. Prepare any written reports or other duties as assigned as required by the site supervisor.
6. Develop an awareness of, the need for, respect and use of professional supervision.
7. Develop personal and professional goals following this learning experience.
8. Abide by all site policies and procedures.
9. Any other requirements consistent with the goals and objectives of the Sport Management Program at Tiffin University.

**I attest that I will abide by the aforementioned terms and conditions for a Sport Management Volunteer Service. Failure to do so can result in failure of the assignment and the class.**

Lyndsey Colman  
Student Signature

Date: 11/27/12

**Verification of hours completed:**

Becky Bohn  
Site Supervisor

Date: 11-27-12

Supervisor Phone (419) 447 - 8711

Email: bbohn@tiffinymca.org

James Padilla  
James Padilla, JD

Date: 12/3/12

## Sport Communication Assignment

Lyndsey Colman

SRM 160

October 9, 2012

### Crisis Communication

Well folks, it does not look too good for the University of Toledo. Dante Goodwin is out for the remainder of the game due to an injury. He got hit hard by OSU's defender and was unable to get up. We will keep him in our thoughts tonight for a good and fast recovery, but that is as much as we know at the time.

Hello everyone! I am the Athletic Director for the University of Toledo. At this time we do not have much information on Dante's medical status. All we know is that he is waiting for treatment to figure out what is wrong. We are very shook up about the events that happened on the field today and will let you know more information about his condition. As of this moment he will not be able to play next week's game, but we ask for everyone to keep Dante in their thoughts for a good recovery.

Good afternoon ladies and gentlemen. I am the president at the University of Toledo. I am here today to talk about Dante Goodwin, our All-Conference wide receiver. At yesterday's game against Ohio State University, Dante got hit hard by a defender. At the moment, he is getting treatment for his injury and we hope to see him out soon, but he will not be able to play the rest of this season. We hope to see him recover fast and be able to play next season.

## High School Assignment

Lyndsey Colman

SRM 160

October 29, 2012

### High School Assignment

- a. Peter Fitzpatrick- He was one of the four who founded Home Team Marketing. He has a Bachelor's degree from Cornell University and worked at Cornell University, Fox Sports Net, and Anheuser-Busch.  
  
Regan Fitzpatrick- He was one of the four who founded Home Team Marketing. He has a Bachelor's degree from Ohio Wesleyan and worked at Grey Advertising and Turner Sports. He also developed HTM University.  
  
Patrick Spear- He was one of the four who founded Home Team Marketing. He is responsible for the current relationships with HTM's schools. He studied at Cleveland State University.  
  
Jake Fitzpatrick- He was one of the four who founded Home Team Marketing. He has a Bachelor's degree from Marquette University.  
  
Gary Melle- He has worked at NBC Universal, Dallas Cowboys Silverstar Network, and Harrington, Righter, and Parsons. He is responsible for the growth of HTM throughout the Southwest.  
  
Ann Shea- She has a Business Bachelor's degree from Cleveland State University and worked at Deloitte & Touché, Charter One Bank, and Financial Management Inc. She is the Chief Financial Officer for HTM.
- b. High School Marketing Platform- HTM helps their clients with marketing campaigns at high school sporting events. This is a good idea because it helps their clients with

advertising and it also helps the high school sports by getting people to come to their games.

State Championship Marketing Platform- HTM helps with marketing to high school state tournaments and playoff events. It is good for their partners because there are many people at the playoff events and they could get many new customers.

High School Services- HTM works with many high schools in the United States. They work with any high school no matter the size or location. It is beneficial to HTM to work with as many high schools as possible to get more people going to the games and also having their clients is satisfied by their services.

HTM University- HTM helps universities campaign through high school sporting events to bring in potential students. This will help universities get their name out to many students and parents.

- c. i. Sports Authority- They sell sporting goods, student-athletes need sports equipment, and parents can buy sporting goods for themselves.

Abovetheinfluence.com- They promote to young adults to say “no” to illegal substances, student-athletes need to be drug free, and parents need to enforce no drugs and alcohol.

- ii. MoDOT- Missouri’s department of transportation, not many people use public transportation, and it is only located in Missouri.

Taco Bell- Unhealthy fast food, most parents do not relate to Taco Bell, and many coaches will not approve of the unhealthy food.

# Facility Management Assignment

Lyndsey Colman

SRM 160

November 19, 2012

## Facility Management

1. Handicap door button- South entrance
2. Brail on signs- On all signs leading to a new room
3. Lower water fountain- By the bathrooms
4. Lower sinks- Women's bathroom
5. Handicap parking- West parking lot
6. Elevator- North side in the main lobby by the indoor turf fields
7. No stairs to enter building- South entrance
8. Handicap showers- women's bathroom
9. Lower door knobs- South entrance
10. Handicap bathroom stalls- Women's bathroom

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## Articles

### What is Sport Management?

#### **Brief Description:**

The undergraduate sport management specialization offers professional preparation in the application of business principles to the sport industry. Students will complete a degree program that includes courses in accounting, management, marketing, economics, and computer applications. Sport management courses will focus on the business aspects of sport in culture, sports information, interscholastic intercollegiate and professional sports, facility management, sport ethics, sport marketing, sport law, and sport finance.

#### **Typical Job Titles:**

Sport management positions carry a variety of job titles. Program directors in community sport programs, marketing and promotions director, academic services for student-athletics, corporate sales director, director of ticketing and finance, sporting goods sales representative, intramural director of campus recreation, facilities coordinator, athletic director, compliance director, athletic business manager, and fitness manager are all sport management titles.

#### **Typical Job Responsibilities:**

Job responsibilities vary with the type of organization, area of the sport industry, and level of management. All involve business aspects of sport, and normally include 50 - 60 hour work weeks, including night and weekend hours of employment. Job duties may involve working with corporations in special event promotions and sponsorships. It may also include accounting, ticketing, and financial operations of a sporting event or program. Additional responsibilities might include developing a risk management plan for dealing with current legal issues in sport. The sport manager may be involved in facility and event management, sport broadcasting and media relations, or the sales of sporting goods and licensed sport products.

#### **Salary Ranges:**

The career field of sport management is extremely competitive. The majority of jobs will require a practicum for “hands on” experience in the industry. Undergraduate practicum usually do not pay; however, academic credit hours are earned toward graduation and the opportunity to network and learn from professions in the field is provided. Beginning salary ranges in educational institutions may range from \$18,000 to \$25,000. Minor league professional sport starting positions will usually pay in the low 20’s. Sporting goods jobs are often composed of basic salary plus commissions. The opportunity to advance within the professional is usually present, with the 1994 Team Marketing Report stating the following average salaries: vice-president of marketing at the major league level earning \$114,444; director of marketing - major league level: \$76,785; general manager, minor league: \$62,500; and assistant general manager, minor league: \$35,166.



### Other Benefits:

There are many benefits in working sport management jobs. The opportunity to work with people who share a common bond of the love of sport provides an enjoyable work setting. Health and wellness benefits are usually excellent in this field.

### Recent Placement of Graduates:

The sport industry has grown dramatically in the past decade and promises to continue to expand. Jobs in marketing and promotions, sports information, academic student services, and development within intercollegiate sports are often available. Other employment opportunities exist in professional sports with event management and community relations. Still others employment options exist in sporting goods, sports agents, arena management, and interscholastic athletic administration.

## Responsibilities of a Business Development Manager

By petersandy8 on September 4, 2007

Business Development Managers

**Always seek clear objectives.** Business development includes a number of techniques designed to grow an economic enterprise. Such techniques include assessments of marketing opportunities and target markets, intelligence gathering on customers and competitors, generating leads for possible sales, follow-up sales activity, formal proposal writing and business model design. Business development involves evaluating a business and then realizing its full potential, using such tools as marketing, sales, information management and customer service. These tasks are carried out by business development managers.

**Business development manager** is also known as economist or a business planner. A manager should devote his attention to business development and exploiting the business opportunities that are presented to him and his organization. Business development and making your organization successful is reliant on good knowledge of best practice and management theories.

**Adopt a team approach - work with others in pursuing common goals.** For some time, business development managers have been stressing the urgent need for radical new approaches to the corporation. In this paradigm, the bottom line cedes its pre-eminence to the top: the corporation concentrates on developing new revenue streams from new products and services, while optimizing income from existing lines through innovative marketing and rapid exploitation of changing customer needs and tastes. The new kind of corporation is, above all, 'agile'.

Top business development managers fret about the lack of creativity and innovation beneath them, below the supertanker's decks, but their own decision-making processes and command

structures stultify efforts - even ones which they themselves have promoted - to develop the new and rejuvenate the old.

The business development manager must have considerable sales experience, be an organized and strong negotiator, and be aware of and responsive to economic trends, government policies and currency fluctuations. A university degree in one of the commerce, accounting, economics or business administration streams may prove useful (although not necessary) for entry into the position.

The business development manager works to expand a company's product reach and profit revenues. They do this by identifying new markets and attracting new clients. The business development manager therefore researches new business opportunities, identifies likely sales points, develops strategic plans and sales strategies, and undertakes presentations to and negotiations with prospective customers.

In larger organizations the business development manager works with marketing and sales departments, government and industry peak bodies. Domestic and overseas travel is often a requirement of this position, and report writing is necessary.

In smaller businesses, business development managers answer to owners/executives. However, in larger companies they are answerable to senior marketing and sales executives.

### **Responsibility of a Business Development Manager**

- Investigate the economic conditions surrounding your small business activity such as industry trends and competition.
- Conduct extensive market research prior to starting up your business and continue gathering information throughout the life of the business.
- Prepare a detailed business plan so you will not lose sight of your goals and objectives.
- Secure sufficient financial resources for future development or expansion.
- Contact professional advisors such as an accountant, banker and/or lawyer to provide expert information about your business.
- Network with other small businesspeople; establish a support group. Remember, you are not alone.
- Attend workshops, trade shows, and seminars to keep up-to-date on changes in the industry.
- Adopt a team approach; work with others in pursuing common goals.
- Understand the skills and qualities you bring to your business.
- Develop a situation analysis of your company including its strengths, weaknesses, opportunities and threats to assist in the development of a strategic plan for the future of the business.

In general, a business manager is responsible for running the business day-to-day. Whether, a managing director in a medium-sized company or a business unit director in a large corporate organization, this general management role is crucial to hold the business together, and to lead the changes which will ensure future success.

Many people have experienced a manager who may not be "up to the job". In most cases they were very effective in their previous role, but then struggle when they enter the management arena. In sales management, for example, there is an all too familiar pattern of the best sales operative being promoted to manage the team without adequate thought to the development needs of that person. Coaching could provide the new sales manager with the business management skills required for success in his role.

**Prepare a detailed business plan so you will not lose sight of your goals and objectives.** A successful business development manager should always be seeking clear objectives particularly for those areas of the job where there are outputs you will be required to measure and be answerable for. Keeping the main objectives constantly in mind is essential even if they evolve or change a bit over time. They should be able to identify the key actions that the department is going to pursue. This shows clarity.

A business development manager should be able to present the strategy clearly to its customers. The strategy should contain a clear vision followed by a set of clear time-bound actions in order to achieve consistent success.