





Sarah Beth Roberson

AUBURN UNIVERSITY STUDENT

CONTACT

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1019 Eagle Hollow Drive
Birmingham, Alabama
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VOLUNTEER

- Atlanta Falcons Community Relations
- FCA Golf Tournament Operations
- YMCA Volleyball Head Coach
- Auburn Big Event Day
- Barbasol Championship Media Volunteer- PGA
- Alpha Chi Omega- Vice President of Membership Programming
 - Plan Spring Parents Weekend and Fall Parents Tailgate while maintaining a budget of \$13,000 for each weekend (band, venue, caterer)
- Fellowship of Christian Athletes summer leadership team

EDUCATION

- Oak Mountain High School
- 2010-2014
- Advanced Academic Diploma
- Auburn University
- 2014-current
- Major: Public Relations
- Minor: Marketing
- School of Communication and Journalism Study Abroad- London England (Summer 2015)

EXPERIENCE

USA Team Handball- Auburn, AL/ August 2017-Current Marketing and Community Relations Intern

- Working with the coaches, target and recruit 16-25 years old athletes for the USA Team Handball Senior and Junior National Team.
- Research Division 1st/2nd/3rd Division Athletic Programs and develop strategies to engage colleges/universities in conducting handball tryouts, demonstrations, courses as well as forming teams, clubs, and various competitions, leagues, etc.
- Increase awareness and handball's recognition within target communities and populations, including specifically states of Alabama, Georgia, Mississippi & Florida.
- Assist marketing manager in promotion of the organization

Fox Sports- Auburn, AL/ August 2017- Current Auburn Sports Properties Intern

- Assist in the fulfillment of sponsorship contracts and the Auburn Sports Radio
- Attend and assist with hospitality events

Knight Eady Sports Group- Birmingham, AL/ May 2017-August 2017 Public Relations and Marketing Intern

- National Senior Games: Check-In Manager for 10,500 athletes in attendance
- Lutzie 43 Foundation: Manage social media accounts (Facebook, Twitter, Instagram (develop, schedule, and post)
- Lutzie 43 Foundation: Manage all Executive Director, Mike Lutzenkirchen, speaking engagement requests as well as maintain a calendar on the Lutzie 43 Foundation website for each speaking engagement
- Assist with Knight Eady client requests and events

Auburn Athletic Department- Auburn, AL/ August 2016-May 2017 Head Marketing Intern

- 2017 Nationally ranked Auburn Baseball: Oversee team of 4-5 marketing interns implementing in-game marketing activities
- Manage in-match marketing implementation for Top 16th ranked Auburn Women's Tennis home matches
- Assist with creation of marketing strategies for all Auburn athletics teams
- Assist in management of Auburn Ignited student reward system and Kids Club

PGA of Northern Texas – Dallas, TX / May 2016-August 2016 Junior Tour Operations Intern

- On-site duties: registration, set-up, pace of play, awards ceremony
- Communicate with parents, players, and host professional staff
- Manage company equipment inventory
- Pre-Tournament duties: assigning player groups, golf course marking, developing operational plans

Auburn Network – Auburn, AL/ August 2015-December 2015 Intern

- Screen calls for daily radio show "The Drive"
- Manage social media accounts (Twitter, Instagram)
- Research statistics for host Rich Perkins while live on the show

Students of Auburn Recruiting – Auburn, AL / February 2015-February 2016 Tigerette

- Host one to five prospective athletes and their family on football game days
- Hostesses for athletic alumni and letterman events
- Communicate effectively between coaches and prospective athletes