

eemenard@gmail.com  
502-552-3929

**Erin Menard**  
Online Portfolio: [emenard.weebly.com](http://emenard.weebly.com)

9602 West Side Court  
Crestwood, KY 40014

## EDUCATION:

**University of Kentucky**, Lexington, Kentucky

**Graduated: May 2011**

Master of Science in Kinesiology and Health Promotion

Emphasis: Sports Leadership

**Centre College**, Danville, Kentucky

**Graduated: May 2009**

Bachelor of Arts in Design and Culture

## LEADERSHIP AND ACHIEVEMENTS

- UK HealthCare 2010 Alltech FEI World Equestrian Games Sponsorship Strategy
- Phi Beta Kappa Academic Honor Society
- Omicron Delta Kappa Leadership Fraternity
- Captain, Centre College Women's Soccer- 3 years
- NCAA All-American & Academic All-American
- Centre College Female Student-Athlete of the Year

## EXPERIENCE:

**Doe-Anderson**, Louisville, Kentucky / *Account Services Internship* Summer 2011

- Account lead for Hand in Hand Ministries and developed campaign to increase awareness and donor base for the non-profit organization.
- Wrote creative brief to communicate client needs to the rest of the agency team.
- Worked on social media strategy for Mighty Dog and Hand in Hand.
- Compiled market overview for The Oliver Group in their regional expansion.
- Assisted account managers on various projects for new business prospects and current clients including: Maker's Mark, St. Xavier High School and Bellarmine University.

**University of Kentucky Athletics**, Lexington, Kentucky

*Graduate Assistant of Athletics Marketing* August 2009- Present

- Responsible for all marketing activities for Tennis and Women's Soccer including advertising, promotional items, community contact, game scripts and in game promotions. Managed limited budgets of \$3,000 and organized a team of student-interns.
- Assisted the Director of Marketing in the planning and execution of marketing activities for Football, Basketball, and Baseball.
- Coordinated and directed in-game events at Women's Basketball.
- Organized UK Football *Gameday Ready Tour* in 6 cities and 2 states.
- Executed membership drive for the UK kid's club- increasing membership by seventy-five percent.
- Organized production team and 200 student-athletes to film a lip-dub music video for the Catspy's Awards.

**The Brand Experience**, Cincinnati, Ohio / *Junior Account Manager*

Summer 2008

- Updated, managed and wrote copy for the website.
- Created graphics and helped organize the presentation for an international business proposal.
- Worked with account managers to execute promotional events and corporate launches.

**Louisville Magazine**, Louisville, Kentucky / *Editorial Assistant*

Summer 2006

- Organized attendee list and coordinated events at the magazine's annual Best of Louisville Awards.
- Conducted interviews over the phone and in person which contributed to feature articles published in the magazine.
- Attended weekly editorial meetings and wrote two feature articles that were published.