

Laura Shifflet

(717) 679-4130

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<http://laurashifflet.weebly.com/>

Education	Bachelor of Science, York College of Pennsylvania, York, PA Major: Sport Management, Minor: Marketing	May 2012 G.P.A 3.68
Career Related Experience	Account Associate, PA Media Group, Mechanicsburg, PA <ul style="list-style-type: none">Acts as liaison between clients, graphic designers and internal sales teamManages the order, placement and design of print and online advertisementsMediates accounting discrepancies with ad ordersAssists with confirming and scheduling Insertion Orders for Major Advertisers	November 2012- Present
	American Hockey League Blogger, Hockey Tracker <ul style="list-style-type: none">Research information for blog postsTrack the latest news, statistics, and scoresActing as inaugural AHL blogger for Hockey Tracker	Summer 2012
	Customer Service Intern, Philadelphia Flyers, Philadelphia, PA <ul style="list-style-type: none">Volunteered for Flyers Wives' for Lives CarnivalGenerated new ideas to improve recognition for Jr. Flyer MembersCommunicated and assisted with in game benefits for Season Ticket HoldersEntered and maintained data in Paciolan, Microsoft Excel and Salesforce.com	Spring 2012
	Director of Adventure Cruise Line, Sport Public Relations Class, York, PA <ul style="list-style-type: none">Organized and acted as a moderator at a press conferenceDesigned an operations manual, itinerary, and website for the organizationWorked successfully as a leader in a team environment and delegated workCreated a fictitious organization from scratch for a semester long simulation	Spring 2011
	Marketing Team for Golfweek Amateur Tour, Sport Marketing Class, York, PA <ul style="list-style-type: none">Researched potential sponsorsConstructed a complete marketing planCreated a database to be used to track current and new members of the tour	Fall 2010
	Practicum Student, Grumbacher Sport and Fitness Center, York, PA <ul style="list-style-type: none">Performed daily risk management checksOversaw the facility and staff as a building managerParticipated in game operations at York College Athletic events	2008-2010
Leadership Experience	Rett Syndrome Advocate, Rett Syndrome Research Trust, Harrisburg, PA <ul style="list-style-type: none">Advocated to raise awareness and funds for Rett Syndrome around Central Pennsylvania by actively participating in awareness walks, book sales, galas, and speaking with schools	1998-present
	Committee Member, MonsterBash Fundraiser, Harrisburg, PA <ul style="list-style-type: none">Organized volunteers and registrationCreated promotional materials and guest database for the eventHelped to generate around \$4,000 annually for the Rett Syndrome Research Trust	2004-2009
	Volunteer, Sexual Assault Research and Counseling Center, Lebanon, PA <ul style="list-style-type: none">Supervised and trained other volunteersHandled administering prizes to participantsServed as the main volunteer for annual Children's Mini-Golf Tournament over ten years.	2000-present
Work Experience	Cashier, Giant Food Stores, Hummelstown, PA <ul style="list-style-type: none">Collaborated within a team environmentResponded to and resolved issues as they developed with customersDemonstrated attention to detail and quality control during each transaction	Summers 2008-2011
Additional Skills	Microsoft Excel, Microsoft Access, Microsoft Publisher, Microsoft Word, SalesForce.com, Paciolan Social Media Skills, Wordpress, Mactive, Xpance.	

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References

Ms. Shannon Bowes, Client Communications Coordinator, Philadelphia Flyers

3601 South Broad Street, Philadelphia, PA 19148

(215) 389-9562/ sbowes@comcast-spectator.com

Internship Supervisor for my Philadelphia Flyers Customer Service Internship.

Dr. Susan Klinedinst, Sport Management Coordinator, York College of Pennsylvania

441 Country Club Road. York, PA 17403

(717) 849-1613/ ssklined@ycp.edu

Professor for Sport in Society, advisor for submission to York College of Pennsylvania's Scholars Week.

Professor Patrick Massa, Sport Management Professor, York College of Pennsylvania

441 Country Club Road. York, PA 17403

(717) 815-1366/ pmassa@ycp.edu

Acted as my academic advisor throughout my entire college experience, as well as Professor for multiple classes.

Ms. Redith Snoberger, Director of the Children's Miniature Golf Tournament, SARCC

133 Hillside Street, Lebanon, PA 17042

(717) 272-6846

Supervised volunteer work for SARCC at the children's miniature golf tournament for eleven years.