

Sebastian Germosen

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Education

Emerson College, Boston, MA

May 2024

Journalism Major (BS) and Public Relations, Entrepreneurial Studies and Marketing Minor

- 3.7 GPA (Dean's List recipient)

Related Experience

Sports Marketing Intern

January 2024–May 2024

ESPN, Hybrid

- Collaborated with team members in creating marketing strategies and creative assets for golf and soccer events for ESPN and ESPN+.
- Assisted in creating campaign briefs for ESPN+ soccer and golf tier 1 events, such as ElClásico, FA Cup Final and PGA Tour Live Anthem Refresh.
- Managed the creation, look and feel and delivery for many golf and soccer creative assets, while utilizing Workfront and Airtable to do so.
- Communicated with teams in the company: brand marketing, PR, affiliate, Hulu, media and programming and professional sports organizations: LaLiga, Bundesliga, PGA Tour, LPGA Tour, National Lacrosse League and Premier Lacrosse League.
- Managed and updated weekly league tune-in schedules, creative decks and trackers, link documents, etc on Google Sheets and Google Slides.

Class Project- Media Kit

September 2023-May 2024

360 Academic Sports Academy, Remote

- Planned and created material/content for the organization's website, social media and media communications through a media kit that has an estimated value of \$5,000-\$7,000. Consists a backgrounder, executive bio, fact sheet, two feature stories, media pitch, opinion editorial, press advisory, press alert, two press releases, a full social media strategy and two additional miscellaneous pieces.

Marketing Intern

January 2023–May 2023

RippleMatch, Remote

- Leveraged various growth strategies and tools including social media, email marketing, presentations, and peer and faculty member networking to grow the user base and awareness on campus. Strategically assessed growth and performance metrics to improve, change and/or help design new growth strategies.

Marketing Intern

September 2021–December 2021

Premier Talent Sports and Entertainment, Remote

- Performed research on notable college athletes, minor and major league baseball players, and businesses in order to match athletes with companies to obtain a sponsorship or NIL deal.
- Constructed templates and designs for the company to use to promote an athlete to a company or business to delegate a deal. Posted those designs on the company's social media to announce new clients of the agency, a client's new deal, or updates on a client's career.

Skills

Personal: Creative Thinking, Consistent/Effective Collaborator, Project/Asset Management and Delivery, Results-Driven, Committed Work Ethic, Time Management. Computer: Microsoft Word, Excel and PowerPoint, Google Docs and Slides, Adobe Acrobat, Workfront, Slack, Airtable, Canva, FloDesk, FB Manager. Social Media: Instagram, Facebook, TikTok and X.