

## Matthew W. Dugan

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### Experience

**Massachusetts Office of Travel & Tourism Sports Marketing Office**, Boston, MA  
Sports Marketing Intern Fall 2013

- Rehabilitated the preexisting website to be more efficient and visually stimulating for users
- Organized various files for easier access for employees
- Contacted various sport organization leaders to compose a list of leads for future contact
- Learn and observe the various aspects of the bid process to bring major sporting events to Massachusetts in the field of sport tourism

**Babson College**, Wellesley Mass, MA

*Intern* (Compliance, Sports Information, Event Management) Fall 2014

- Instituted and begun compiling a compliance manual specifically for Babson College.
- Managed various tasks and student workers to make site was within NCAA regulation while hosting Championship soccer tournament.
- Evaluated past budgets of athletic department to identify unnecessary use of funds and create solutions to reduce excessive spending

**Lasell College**, Newton MA

*Game Manager & Sports Information Intern* August 2012-Present

- Assist in operational planning, set-up, and management for all Lasell athletic events
- Coordinate staffing needs while serving as liaison to all game day operational entities including, but not limited to visiting team, officials, police, EMS, ticket takers.
- Track game statistics with software for volleyball, basketball, and field hockey.

**AAA**, Chicagoland Area, Ill

*Marketing Intern (2013) Sales Intern (2014)* Summer 2013 & 2014

- Instituted and executed a monthly marketing plan to help customer retention rates.
- Planned and hosted a grand re-opening event for the store and surrounding businesses in the plaza.
- Provided friendly service while setting record numbers in sales to customers.

**GreenDeals.Org**, Boston, MA

*Online Marketing Coordinator* Spring 2012

- Established the *Green Marketplace*; an online shopping site intended for completely sustainable products
- Demonstrated noteworthy time management skills by inserting various product's information to the website within the given deadlines

- Communicated to various business CEO's and representatives about incorporating their products with the online store

**Sweat 2 Success, Boston and Chicagoland Locations**

Co-CEO

January 2013-Present

- Incepted the idea of creating a small business specializing in motivational apparel
- Established key management factors such as brand name, slogan, target market, mission statement, and SWOT analysis

**Beantown Volleyball Club & Wellesley High School, Wellesley MA**

Coach

October 2012-Present

- Worked among young athletes to improve and enhance playing skills
- Professionally communicate between parents and club director to relay information and handle issues that arise.
- Make problematic decisions so that the entire team would succeed instead of having a single athlete thrive
- Created a competitive yet fun environment so that players could grow and love the game of volleyball

**Education**

**Lincoln-Way Central High School, New Lenox, Ill**

June 2011

General Education Degree

Deans List

**Lasell College, Newton, MA**

Expected May 2015

Bachelor of Science in Sport Management

Bachelor in Legal Studies

Minor: Coaching

Deans List

**Skills**

Proficient in Microsoft Office, Outstanding communication skills, Vastly experienced in Event Management, Works well within a team environment, Exceptional skills in persuasion, Exceeds expectations in leadership positions, Impact & CPR certified.

**Activities/Interests**

**Lasell College:** Campus Activities Board (Vice President), Varsity Men's Volleyball Captain, Sports Management Association, Peer Mentor, Mock Trial Team (Captain), Legal Society (President) Residential Assistant (2 years).

-Received the GNAC Sportsmanship Award (NCAA DIII) in Men's Volleyball

-Received Alumni Scholarship at Lasell College & Lasell College Bowl (2014)

**References**

Ms. Janice Savitz – Professor (617) 243-2138

Ms. Alice Liao – Employer (617) 276-5476

Ms. Sarah Richardson – CAB Advisor (617) 243-2475