
MADISON FESSIA

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Relevant Experience

- Sept 2019 - Present Ticket Sales and Operations Associate
Los Angeles Lakers
- Support Season Ticket Member (STM) activations for both Lakers and South Bay Lakers
 - Assemble game day and event logistics while tracking in-game engagement of STMs
 - Organize and create engagement plans for STMs based on NBA survey results
 - Research outside locations and activities for STM special events
 - Assist with ticket scanning and fan engagement at South Bay Lakers games
 - Support Ticketing Department with ticket operations, customer service, sales and retention responsibilities as needed
- Aug 2019 - Present Game Operations Associate
Los Angeles Kings Hockey Club
- Facilitate game entertainment activations on and off the ice including promotional giveaways, fan festivals, intermission activities and mascot assistance
 - Responsible for raising over \$300,000 benefitting the Kings Care Foundation through promotion of the Bailey's Buddies program
- Apr 2019 - Present Guest Relations and Hospitality Event Intern
Rose Bowl Stadium
- Implement upscale, professional guest service experiences for 90,000 attendees during various events including concerts and sporting events
 - Analyze customer feedback and provide strategic direction to continuously improve overall rating
 - Perform duties of front desk reception and administration
- Nov 2018 - Sept 2019 Student Marketeer - Wings Team
Red Bull North America
- Product ambassador increasing brand awareness and driving positive product trials
 - Create and execute product promotion and social media campaigns
 - Analyze business developments and monitor market trends
 - Support sales accounts through on-site visits
- Aug 2017 - Sept 2019 Marketing Specialist
Associated Students Inc., California State University, Fullerton
- Coordinate and execute press releases, social media posts, radio content and campus-wide messages
 - Manage, assign and track all electronic message board, television and social media request forms
 - Support marketing and implementation of more than 200 events per year while also training new hires
 - Approve, organize and hang 230 graphic design flyers, posters and banners per week
- Jan 2017 - June 2018 Sports Marketing Lead Intern
Titan Athletics - California State University, Fullerton
- Assisted Director of Marketing in attracting 16,767 students to athletic events during the 2016-2017 school year marking a 17.2% increase from the previous year
 - Organized game day promotions including fan engagement, autograph sessions, give-aways and game-day program sales
 - Utilized social media to boost sales and brand awareness while engaging regularly with VIP donors and alumni, press box, athletes, coaches, spirit squad and DJs
- Feb 2018 - May 2018 Sports Marketing Supervisor
Titan Athletics - California State University, Fullerton
- Served as a professional staff member during a 3 month hiring gap of full-time employees in addition to performing as Lead Intern
 - Managed a team of 15 interns including interviewing, hiring, training, and payroll
 - Supervised and scheduled game day promotions and giveaways to enhance fan engagement across 7 intercollegiate sports
 - Produced game-day scripts for all sports and supervised video board and music production
 - Developed and implemented strategies to expand social media presence resulting in increased sales

Education

- Aug 2016 - Expected Summer 2020 Communications
California State University, Fullerton
Concentration: Public Relations, Minor: Marketing

Technical Skills

Working knowledge of Ticketmaster Archtics, AEG AXS, Sales Force, Box
Proficient in Mac OS platform and Apple products, Apple iWork software, Microsoft Office , Google Suite, Photoshop, Basecamp, Buffer