

# ANA HUGHES

Athletics Marketing Graduate Assistant

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Afton, MN, 55001

## Work Experience

### Athletics Marketing Graduate Assistant

Aug 2024 - Present

*Concordia St. Paul*

- Manage video board content, game day music, and coordinate student/fan engagement efforts across various platforms (social media, email advertising).
- Manage strategic marketing efforts for various athletic programs, increasing ticket sales and fan engagement
- Utilized advanced data analysis techniques for detailed monthly reporting to optimize athletic marketing efforts
- Identified and executed growth marketing strategies to increase the university's athletics program visibility and engagement
- Lead initiatives such as the Bear Brigade Student Rewards Program, student promotions, and event promotions.
- Coordinate game-day activities with various constituents, including pep bands, national anthem singers, mascots, and special guests.
- Design and produce marketing materials (videos, digital ads, social media content, newsletters, etc.). to communicate a strategic Athletics message to a broad audience.
- Oversee the athletic department's marketing internship program, supervising and scheduling interns and student workers, particularly for merchandise sales and mascot roles.
- Support community engagement efforts, including managing Comet's Kids Club marketing collateral, monthly emails, and organizing outreach opportunities.

### Event and Activation Intern

Sep 2023 - Jul 2024

*Minnesota Sports & Events*

- Big Ten Basketball Trophy Tour Program Coordinator : Utilized extensive event planning skills to coordinate tour stops and logistics, managed partner engagements, promoted the tour on social media, handled transport and setup, maintained inventory, and produced post-event reports.
- Big Ten Welcome Banners Project Coordinator : Coordinated outreach to 200 MN elementary schools, managed banner design and budget, communicated with schools, and arranged for banner displays at team hotels and the Target Center arena.
- MSNE Plan Your Visit Site Page : Secured assets from Minneapolis hotels, MSP airport, and partnerships; enhanced brand visibility and engagement through strategic website content.
- Concierge Manager, Promenade du Nord at 2024 U.S. Olympic Gymnastics Team Trials : Managed operations and volunteers for a Parisian street fair with over 60 vendors, providing a concierge service to deliver souvenirs to guests' hotel rooms.

### Marketing Assistant

May 2023 - May 2024

*Minnesota Timberwolves & Lynx*

- Executed on-court promotions, partner activations, and in-arena entertainment
- Managed setup and teardown of special events
- Enhanced fan experience through excellent customer service

## Core Skills

Project Management, Partnership Activations, Event Coordination, Live Production, Content & Creation, Social Media, DSLR, Adobe Creative Suite, Conversational Spanish, Video Editing, Leadership, Microsoft Office, Industry trends,

Event Marketing, Collaboration, Problem Solving, Email Marketing, Brand Management, copywriting, CRM, CMS, Digital Media, Experiential Marketing

Education

Concordia St. Paul	Jun 2026
Master Sports Management	
University of St. Thomas	May 2023
Bachelor of Arts Business Administration	