

Marcellus X. Barksdale

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EDUCATION

- Indiana University—Purdue University, Indianapolis, IN Summer 2014
- Bachelor of Science in Kinesiology
 - Emphasis: Sport Management
 - Minor: Business
 - Cumulative GPA: 3.44/4.0

RELATED EXPERIENCE

- Dardis Academy** Indianapolis, IN Summer 2014
Sales Associate Summer Intern
- Completed three day professional skill building seminar with emphasis on presentation techniques, sales skills, and professional image
 - Conducted over 75 face-to-face sales presentation meetings with prospective clients
 - Received executive training from seasoned business professionals

- Pacers Sports and Entertainment** Indianapolis, IN Fall 2013
Class Project HPER-P426 Sport Sales
- Completed sport sales course focused on consultative sales techniques and product training with Pacers Sports and Entertainment sales staff
 - Prospected for leads and contacted 60 customers over four-week period
 - Sold group tickets to individuals and businesses for two games in December
 - Maintained detailed records in customer relations database management system

- NCAA Hall of Champions** Indianapolis, IN Summer 2013
Maingate Inc. Sales Associate
- Sales experience as an official retailer of licensed NCAA merchandise and apparel
 - Perform facility management operations by continuously maximizing efficiency of museum space
 - Execute box office operations to distribute tickets

- Life's Journey Clothing Company** Lexington, KY Spring 2012
Director of Public Relations and Marketing
- Create press releases to inform key publics on upcoming events and release dates
 - Communicate effectively through email, telephone, and social media to increase brand awareness
 - Implement marketing strategies and innovative concepts to engage supporters

HONORS AND ACTIVITIES

- Student-Athlete, IUPUI Men's Basketball Current
Assistant Coach, Charlotte Court Basketball Current
Volunteer, J.R.'s Food Pantry Fall 2013