





LANDON ALTIZER

MARKETING COORDINATOR

CONTACT

 (615) 934 4253
 altizerlandon@gmail.com
 @LandonAltizer
 Nashville, TN

EDUCATION

Recreation/Sports Management

Minor : Business Administration
University of Tennessee - Knoxville
Graduated: December 2022

SKILLS

- Adobe Suite: Photoshop, Premiere, Illustrator
- iMovie
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Graphic Design/Logo Development
- XOS

LEADERSHIP & ACOMPLISHMENTS

Sigma Phi Epsilon Fraternity

2018-2020
Homecoming Chair, Recruitment & Philanthropy Committee, IFC applicant.

Freelance Photography & Art

Over the years, I have developed a passion for capturing compelling moments and creating artwork as a creative outlet. I use my ability to work corroboratively with clients to understand their vision and deliver personalized results.

PROFILE

Creative and ambitious marketing professional with 4 years experience, interested in bringing a strategic approach to the marketing industry. Seeking a challenging position as a marketing coordinator at an organization that is passionate about innovative brand management, and cross-functional collaboration. I have a proven record of developing innovative and impactful marketing campaigns that drive brand awareness and engagement. With a strong background in visual design, storytelling, and strategic thinking, I excel at creating compelling content that resonates with target audiences and drives results. I am adept at leveraging digital channels, social media platforms, and traditional tactics to create cohesive and integrated campaigns that effectively communicate brand messaging and drive customer acquisition. My ability to think outside the box and seek new ways to engage with consumers sets me apart as a creative marketer.

WORK EXPERIENCE

MARKETING / MEDIA MANAGER

Franklin Chrysler Dodge Jeep Ram | Franklin, TN May 2023 - Present

- Create and manage content on all social media platforms: Developing strategies, managing campaigns, analyzing data, and staying up-to-date on social trends
- Directed multiple sponsorships with local businesses for community outreach
- Collaborate with corporate dealership marketing companies to achieve highly engaging commercials and advertisements
- Successfully grow all social media accounts as well as website driven sales goals

MARKETING COORDINATOR

Icon Sports & Entertainment | Nashville, TN May 2019 - Present

- Plan and activate sponsored on-site community marketing and PR events with athletes
- Execute social media fulfillments of athlete sponsorships and accomplish PR goals for multiple professional athletes
- Spearhead athlete community programs with partner charities such as coat, shoe and bicycle giveaways around the country

MARKETING / OPERATIONS INTERN





Spyre Sports Group | Knoxville, TN August 2022 - December 2022

- Facilitated connection based sponsors and donors to activate NIL partnerships
- Organized and orchestrated sponsor and donor events: tailgates and press conferences
- Coordinated and managed all merchandise inventory and delivery with NIL partnerships
- Directed and maintained great relationships with donors and club members through communication and transparency

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- XOS

LEADERSHIP & ACOMPLISHMENTS

Sigma Phi Epsilon Fraternity

Fall 2018 - Present

Homecoming Chair, Recruitment & Philanthropy Committee, IFC applicant.

Freelance Photography & Art

Over the years, I have developed a passion for capturing compelling moments and producing artwork as a creative outlet. I use my ability to work corroboratively with clients to understand their vision and deliver personalized results.

WORK EXPERIENCE CONTINUED

SOCIAL / DIGITAL MEDIA INTERN

Nashville Predators | Nashville, TN

May 2022 - August 2022

- Partnered with the digital media department in creating and capturing content for social accounts
- Executed team marketing events: Family Skate Night, Craft Beer Festival, etc.
- Oversaw all operational efforts and events to successfully manage team development camp
- Compiled widely-viewed and successfully engaged website and social content for the 2022 NHL draft

PERSONNEL / OPERATIONS INTERN

University of Tennessee Football Operations | Knoxville, TN

April 2021 - May 2022

- Assisted coaching staff in identifying high school recruits
- Compiled and edited important video packages of potential prospects game film for coaches to review
- Managed official visits for prospects and their families through operational event set-up, meetings with coaches, and personal relationships

OPERATIONS INTERN

ProCamps / G3 Marketing | Cincinnati, Ohio

May 2021 - August 2021

- Responsible for sponsor activation and fulfillment at athlete camps and events, including digital activation
- Solicited in-kind sponsorships for camps
- Oversaw inventory of giveaways and sponsor gifts for athlete camps and marketing events
- Managed camp administrative tasks, including registrations, waivers and vendor orders

HOSPITALITY SERVICE

Stoney River Steakhouse & Grill | Franklin, TN

April 2017 - December 2021

Worked in every position at the restaurant: Cold-Quality Control, Server Assistant, Line Cook, Bar back, etc. to provide the best customer service experience available.