1069 Huntington Place Circle • Lithonia, GA 30058 | 678.814.5644 | malcolmjamalrobinson@gmail.com

*Professional Summary*

* Results-oriented Sports Management specialist with a proven record of accomplishments in planning and leading sports management and marketing strategies that support business communication goals and objectives. Over five years of professional experience in steering the execution of sports management, marketing, and advertising campaigns

*Education*

Masters of Business Administration | tiffin university | in progress

* Concentration: Sports Management

Bachelor of Business Administration | savannah state university | december 2010

* Major: Business Management

*Experience*

President of Operations | Vahid Management and Production Company LLC. | October 2012 - Present

* Provide overall direction and guidance to the operational activities of Vahid Management
* Develop the Vahid Management street team built on awareness, promotions and crowd building to promote events.

Marketing Street Team | The Atlanta Dream WNBA Franchise | February 2012 - September 2012

* Located city/statewide events and identified sales prospects through event networking and media communications
* Interacted face-to-face with community members while bringing awareness to the team and networking with various organizations
* Promoted team news, ticket information, and community events via social media outlets, blogging, and cold-calling companies

Social Media Operator | Robinson and Associates Law firm | October 2011 - June 2012

* Increased company’s Twitter followers by approximately 223% over the span of one year.
* Developed and implemented a social media strategy within the company’s marketing plan that included web 2.0 tools.

Interactive Marketing Assistant | No Pressure basketball LLC | December 2010 - Present

* Tripled attendance 300 % by developing and effectively marketing the No Pressure program through social marketing

Athletics Business Operations Intern | Savannah State University Athletic Department | May 2010 – august 2010

* Launched and coordinated community service activities for the collegiate basketball team.
* Assisted and supervised practice sessions and pre-season/ in-season conditioning.

Undergraduate Assistant | Savannah State University Men’s Basketball Program | october 2008 – march 2010

* Worked closely with coaches to help monitor, teach, and mentor the men involved with the basketball program.
* Assisted in and supervised practice sessions and pre-season/ in-season conditioning.