SERGIO XIQUES, MIAMI DOLPHINS MANAGER OF PROMOTIONS/BRAND ACTIVATION, ALONG WITH GRADUATE STUDENT JOEL GONZALEZ

Sergio Xiques took time out of his busy schedule to speak to the graduate students in SPT 5200, Sport Ticketing, Concessions and Merchandise Management just before Thanksgiving. He shared his journey from being an intern for the Super Bowl and transitioning to a job with the Special Teams Volunteer Program at the Miami Dolphins and moving on to the Marketing Department. Sergio played a major role in the development of the Miami Dolphins Fan Experience Vehicle. It has upped the Dolphins presence at community events with entertainment for the kids, picture opportunities for the die-hard fan, up-beat music and even satellite TV! Sergio explained the detailed process of changing the logo two years ago. It required a lot of behind the scenes work plus a plan to change the logo on facilities, uniforms, vehicles, collateral and more! However, the most important thing which he shared was the best way to land a job in sports. His advice: TREAT EVERYDAY LIKE AN INTERVIEW! In addition, when you land that formal interview, be prepared. Do your homework ahead of time. He also stressed the importance of being savvy when it comes to technology and know something about the design process. Thanks Sergio and GO DOLPHINS!
INTERNSHIP OPPORTUNITY
NSU ATHLETICS

Marketing Department Internship:

- Office hours:
  - Working with Manager of Marketing and Promotions and the Graduate Assistant for Marketing on fundraising, sponsorships, community involvement & ticket distribution, and game-day promotions
  - Working with Assistant Athletic Director for Marketing, Fundraising, and Development on event planning, development, and fundraising
  - Must have experience with Microsoft Word, Excel, and PowerPoint; preferred experience in Photoshop, will create marketing materials including posters, flyers, and sponsor ads and banners
  - Filing, computer work, spreadsheets of contact for on and off campus groups
  - Composing game scripts and sponsor messages

- Game-day experience in promotions (for Men’s & Women’s Soccer, Volleyball, Men’s & Women’s Basketball, Men’s & Women’s Swimming, Baseball, and Softball):
  - Interaction with students, distributing promotional items, signs, and flyers
  - Running half-time contests
  - Distribution and inventory of prizes
  - Meeting sponsors
  - Greeting off-campus groups and charities
  - Greeting on-campus groups and Student Organizations
  - Assisting with Club Room events, including set up with food and beverage vendors
  - Group ticket distribution for comps

- Event Planning for:
  - Fall Orientation
  - Weeks of Welcome
  - Sharkapalooza
  - Midnight Madness
  - Think Pink/Breast Cancer Awareness Games
  - Homecoming Pep Rally & Tailgate
  - Homecoming Basketball game
  - Hall of Fame Induction Banquet
  - Women’s and Girl’s in Sports Day Luncheon
  - Community Fest
  - Open House
  - Athletics Awards Banquet
  - Golf Tournament
  - A Night in Roma

To apply for the position, please send resume to Kim Carbo, Assistant Athletic Director, Marketing, Development, & Fundraising at carbo@nova.edu.
Coming January 2015

What’s it all about?
- Professional Advancement/ Career Preparation Opportunities
- Promotes Service & Academic Support
- Social Atmosphere

Further information contact Tiffany Kelly @ tk384@nova.edu