

# JOHN CORNFIELD

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## EDUCATION

University of Maryland – College Park  
Robert H. Smith School of Business, B.S. Marketing and Finance  
Strategic Design and Innovation Fellow

Expected Graduation: May 2021  
GPA: 3.2

## INTERNSHIP EXPERIENCE

**University of Maryland Athletics Department** - College Park, MD

*Men's Basketball Secondary Marketing Contact*

November 2020-Present

- Coordinate the processing and installation of 775 Terrapin Fan Cutouts in Maryland Stadium and XFINITY Center for all sports generating \$65,000 in revenue
- Create digital versions of annual promotions that are normally done in-person, including our “Flash Mob” games
- Manage the music library in Sound Director for artificial crowd audio, individual player walk-up songs, and in-game
- Collaborate with the official student fan group of Maryland Athletics, The Pride, to increase social media engagement on both The Pride and Maryland Basketball team’s account

*Field Hockey & Women's Lacrosse Primary Marketing Contact*

July 2020-Present

- Create an External Plan to keep the program engaged despite not having a season
- Conduct market research for best practices to execute sporting events during a pandemic
- Consistently communicating with the coaching staff and external units to ensure progression to meet team’s off-field goals are met
- Assist with department-wide initiatives in order to keep fans interested in our programs
- Serve on the department’s Values Committee that focuses on promoting the core values of Maryland Athletics

*Football Secondary Marketing Contact*

August 2019-December 2019

- Created scripts for public address announcers, duty sheets for interns, and timing sheets for operations staff
- Executed market research to further enhance fan experience, specifically with football ticket prices
- On-field marketing lead to plan, communicate and execute all sponsorship and fan engagement promotions
- Served as lead intern on gamedays to ensure all intern responsibilities were carried out according to plan
- Used Adobe Photoshop to create graphics for promotions and information to be shared on social media channels

**FOX, Big Ten Network** - College Park, MD/Chicago, IL

*Marketing Intern*

December 2018-August 2019

- Executed grassroots concourse activation on gamedays to engage 17,000+ fans each game in XFINITY Center
- Collaborated with the Chicago BTN staff to analyze efficiency of on-air promotions for all Big Ten schools
- Assisted in hosting Big Ten Media Day in Chicago with recording commercials with all 14 Big Ten head football coaches from all conference universities
- Developed marketing proposals around corporate social responsibility efforts by the BTN

## WORK EXPERIENCE

**University of Maryland Recreation and Wellness** - College Park, MD

*Intramural Sports Senior Marketing Supervisor*

January 2019-Present

- Overseeing, training, and managing a team of 100+ referees at all Intramural sporting events
- Led operations management for the annual NIRSA Flag Football Tournament, hosting over 40 teams
- Mentoring officials of each sport while completing evaluations and providing feedback
- Managing all social media presence for 30 individual teams and events sponsored by University of Maryland Intramural Sports, increasing followers by 97% over 18 months

## SKILLS

Photoshop. Illustrator. Sketch. Sound Director. Social Media. Microsoft Office Suite. After Effects. Google Drive.