

# ALAYNA BERGT

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531-XXX-XXXX



Lincoln, NE



## EDUCATION

Bachelor of Arts | Sport Management - Media/Marketing

Expected December 2023

Bachelor of Arts | Business Administration

GPA: 3.9

Northwestern College (NWC) | Orange City, IA

## RELEVANT EXPERIENCE

Event Operations and Marketing Intern | Nebraska Sports Council | Lincoln, NE *Dec. 2022 – Jul. 2023*

- Created graphics, medal ribbons, t-shirts, and other promotional materials for multiple events using Adobe software
- Assisted in the organization and execution of the Cornhusker State Games
- Produced the 2023 Nebraska Sports Council Yearbook using Adobe InDesign

Athletic Marketing Assistant | Northwestern College | Orange City, IA *Sep. 2021 – May 2023*

- Planned and advertised halftime contests and giveaways to engage students and fans at all home sporting events, including football, volleyball, soccer, basketball, baseball, and softball
- Communicated with constituents inside and outside the college to implement in-game activities
- Attended weekly meetings and worked closely with the V.P. of Athletics to build a foundation for this newly created position

Promotions Intern | Lincoln Saltdogs Baseball | Lincoln, NE *May – Aug. 2022*

- Collaborated with a team of 11 interns to facilitate numerous in-game activities and giveaways during home games
- Applied customer service skills while working in the ticket office and merchandise store
- Assisted with planning two promotion nights, which included making cold calls

## CAMPUS INVOLVEMENT

Northwestern College | Orange City, IA

Peer Career Mentor | Compass Center for Career & Calling *Aug. 2022 – Present*

- Met 1-on-1 with students to create and develop their professional documents and online profiles
- Assisted in planning and coordinating two campus-wide events hosted by the Compass Center

First-Year Seminar Writing Fellow | Academic Support *Aug. – Dec. 2021*

- Reviewed and provided feedback individually to a class of 15 first-year students
- Scheduled meetings with students to explain how to improve essay and writing skills

Team Manager | Men's and Women's Soccer Teams *Aug. 2020 – Dec. 2021*

- Utilized time management and organization skills to complete various tasks, such as filming games, assigning uniforms, transporting laundry, scrubbing jerseys, and other duties as needed

## VOLUNTEER & SERVICE

Spring Service Team Member | Fuller Center Disaster Rebuilders | Sulphur, LA *Mar. 2021*

- Worked with a disaster relief organization to restore a family's house hit by consecutive hurricanes

Spring Service Team Member | Mescalero Reformed Church | Mescalero, NM *Mar. 2022*

- Partnered with a church on a Native American reservation to provide manual labor and interact with the church youth