**Nick Heiden**

**Cell: 630-849-3988**

[**nheiden1517@gmail.com**](mailto:nheiden1517@gmail.com)

**Professional Summary**

Driven, competitive, and highly motivated career professional in the sports management and marketing field. Current collegiate student athlete of five years maintaining high academic standards. A creative communicator who takes ideas and concepts and uses them to paint the picture into our consumers’ head in order to guide them on their buyer’s journey.

**Work Experience**

OVG 360 NOW Arena/ *Marketing and Sales Intern* January 2023– Present

* Researching current marketing trends for potential events
* Redesigning our websites to meet current trends
* Posting on all social medias to increase viewership and clicks on each channel
* Assisting in event day management as needed across any facet (tickets, F&B, hospitality)

Aurora University / *Events Staff* August 2021 - Present

* Assisting to run events for Aurora University’s Sports teams
* Working on the facilities side to set up and take down events
* Given leadership roles in each event and oversees a group of employees

Vector Marketing **/** *Branch Manager and ISR* May 2020 – July 2020

* Ran interviews and training for three months
* Promoted to Branch manager in the Elgin Branch office May 2020
* Managed the day to day work of my representatives
* Trained my team to sell $90,000 of Cutco Products in three months
* Sold $39,548 personally of Cutco Products

**Education**

Aurora University / *MBA Sports Management* June 2022 – May 2023

* Comleted my MBA in Sports Management in Aurora’s Plus One Program

Aurora University / *B.A. Business Administration*August 2021- May 2022

* Transferred to complete my Business Administration Degree

Webster UniversityAugust 2018 - May 2021

* Studied Business Administration with an Emphasis in Sports and Entertainment Management and a minor in Advertising and Marketing Communications.

**Skills**

* Student Athlete at both schools across all 5 years
* Proficient in Sales ($140,730 in Cutco Career Sales)
* Sales Training
* Management Experience (Interview and Hiring)