

ELISE NGUYEN

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SUMMARY

Marketing and creative strategist specializing in sports and active-lifestyle culture. I believe movement changes lives; so, I'm on a mission to get more people off the sidelines — moving their bodies, and owning their health. I do it by leading strategy and building community-driven campaigns that blend sports storytelling and culture with the data, spreadsheets, and dashboards most creatives won't touch.

EXPERIENCE

Premier Lacrosse League

El Segundo, CA

Ticket Marketing Coordinator – Seasonal Contract

April 2026 – September 2026

- **Owned all season ticketing emails** for a national pro sports league – **7.1M+ emails** at a 49% open rate – and building lifecycle campaigns that converted **39K+ ticket purchases** within 14 days of send.
- **Conducted a fan cohort analysis** to surface retention and conversion drivers, translating findings into segmentation and targeting strategy that informed lifecycle campaign design.
- **Built and managed promotional campaigns** that drove ticket conversions, including Mother's Day, Father's Day, and "One on Us," moving fans deeper into the membership ecosystem.
- **Partnered cross-functionally with the grassroots team** to deploy street-team activations and player appearances at youth and community sports events, building brand presence and fan acquisition.

Superior Sports

Remote

Partnership Marketing Coordinator

June 2025 – April 2026

- **Pitched and closed NIL sponsorship deals worth up to \$35K** by building culture-forward, data-backed decks that connected athlete identity to brand objectives.
- **Led integrated NIL campaigns end to end**, directing sponsorship activation across athletes, brand partners, and creative teams to take concepts from strategy to launch.
- **Lifted email outreach engagement by 18%** through segmenting CRM audiences and A/B testing language and messaging to match each athlete's community and voice.

Duffl

Santa Barbara, CA

Marketing & Operations Associate

May 2022 – May 2023

- **Led a frontline crew of 6-8** in maintaining high customer satisfaction and efficiency during rapid scaling at a high growth startup.
- **Coordinated grassroots activations, culturally-themed campaigns, and personalized touchpoints** that drove organic social virality – growing the active user base to 20% of the undergraduate population.

EDUCATION

University of San Francisco

Orange, CA

M.S. Data Science & Sports Management

July 2025- Present

- **Coursework:** Computation for Analysis, Marketing Science & Practice in Sport, Quantitative Analysis, Accounting & Budgeting, Sports Economics

University of California, Santa Barbara

Santa Barbara, CA

B.S. Mathematics — GPA: 3.89/4.00

September 2020- June 2024

SKILLS AND INTERESTS

Tools & Productivity: Claude, Figma, Notion, Asana, Microsoft Office Suite

Analytics & Technical: Microsoft Excel (Advanced), SQL, Python, Tableau, Data Visualization, KPI Reporting, HTML/CSS

Marketing & CRM: Lifecycle & Email Marketing, Customer/Fan Segmentation, Sponsorship Activation, NIL Partnerships, A/B Testing, HubSpot, Salesforce, KORE