



JACKSON RIEBEL



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1019 6th Street SE
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EDUCATION:



University of Minnesota // Minneapolis, MN
Curtis L. Carlson School of Management, Bachelor of Science in Business
• Major: Marketing Minor: Mass Communication
• Cumulative GPA: 3.296

May 2018



University of Amsterdam // Amsterdam, Netherlands
Faculty of Economics and Business

February 2017 - June 2017

PROFESSIONAL EXPERIENCE:



University of Minnesota Athletic Communications // Minneapolis, MN
Sport Contact Intern, Men's Hockey and Men's Track and Field

September 2017 - Present

- Create content and graphics as well as produce in-game updates for distribution on each team's social media accounts, driving real-time engagement with over 77,000 followers
- Write game previews, feature stories, and produce player Q&As for release on the team's website
- Update statistics and team records for distribution in the team media packet prior to each event



Super Bowl LII // Minneapolis, MN
Press Box Runner

February 2018

- Delivered game information and statistics to over 600 media members in the auxiliary press box, and assisted with navigation throughout U.S. Bank Stadium when needed



Minnesota Vikings Football, LLC // Eden Prairie, MN
Public Relations Intern, Summer and Seasonal

October 2014 - January 2018

- Enhanced communication and problem solving skills while supporting media members from press, television, and other outlets throughout 37 game days, two NFL Draft Weeks, the 2017 Vikings Training Camp, and the 2018 and 2018 NFL Playoffs
- Recorded and transcribed interviews from home and visiting team personnel interviews and press conferences to be published on the Viking's website and released to media members
- Assisted public relations staff with the creation of news releases and daily clip compilations throughout the entirety of Training Camp



ESPN X Games // Minneapolis, MN & Aspen, CO
Press Officer

July 2017 & January 2018

- Interviewed athletes following medal rounds to provide media members with event summaries and quotes
- Coordinated with members of the X Games Communications staff to ensure media members were working within proper media zones



Polaris Industries // Medina, MN
Sales and Marketing Intern, Defense Division

May 2016 - February 2017

- Implemented and developed the use of Google Analytics within the Defense department, leading to a more informed redesign of the Polaris Defense website
- Designed and carried out the creation of new marketing materials and sell sheets for vehicles such as the MRZR, MRZR-D, DAGOR, and a variety of other Polaris products
- Supported a multi-million dollar sale of Polaris DAGORs through the creation of detailed presentations that included product overviews, maintenance and service options, and potential vehicle accessory packages



University of Minnesota Gopher Sports Marketing // Minneapolis, MN
Promotions Intern, Football and Men's Basketball

August 2015 - January 2017

- Led a team of 6-7 interns in organizing and implementing various pre-game and in-game promotions to ensure effective and efficient branding for partners of the Gopher Football and Men's Basketball teams
- Developed and implemented promotional and in-game experiences for football and men's basketball games as well as all other varsity sports during weekly office hours

LEADERSHIP & ACTIVITIES:



Adobe Student Group Ambassador Program
Student Ambassador

January 2018 - Present

- Leverage social media postings and student-led workshops to promote the use of Adobe Creative Cloud among college students



Delta Sigma Pi Professional Business Fraternity
Class President & Current Member

September 2015 - Present

- Oversaw class activities, led weekly meetings, and organized and coordinated fundraising events throughout the pledging semester



University of Amsterdam Global Exchange Ambassador
Creative Committee Member

February 2017 - June 2017

- Researched and created content for the Exchange Express, an online magazine for inbound and outbound Exchange students at the University of Amsterdam
- Collaborated with a team of both Dutch and international students to address problems of worldwide social inclusiveness in the 2017 Global Ingenuity Challenge



National Association of Collegiate Marketing Administrators
Mike Cleary Award Winner

July 2016

- Participated in seminars, roundtable discussions, and other activities with administrators from collegiate athletic departments throughout the country as a recipient of the Mike Cleary Stipend Award at the 2016 NACDA Convention in Dallas, Texas

SKILLS:

Adobe Photoshop // Adobe InDesign // AP Style // Google Analytics // Microsoft Office // Social Media Marketing