



Alexander L. JOHNSON

SPORT INDUSTRY PROFESSIONAL

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SKILLS

Spanish Language

Leadership

Remote Learning/Teaching

Microsoft Office

Adobe Photoshop

EDUCATION

B.S. / Sport Management

University of Minnesota – Twin Cities

Fall 2015 – Fall 2018

Minors: Spanish; Leadership

Honors: *magna cum laude*

-Thesis: Student-Athlete Volunteerism

CIEE Liberal Arts Spanish-Immersion

Santo Domingo, Dominican Republic

Spring 2018 (full semester)

CERT / Introduction to Data Wise

HarvardX // Data Wise Project

Harvard Grad. School of Edu.

Spring 2020

OBJECTIVE

Driven sport industry professional seeking a full-time position who is passionate to continue personal growth, apply Spanish language skills, and enhance organizational goals surrounding culture and community.

Adaptable and detail-oriented individual with five years of positions within numerous sporting events and sport organizations, both domestic and abroad.

EXPERIENCE

Florida Operations & Education Intern

Minnesota Twins // Fort Myers, FL // January 2020 – November 2020

Operations: Assisted with all operational activity and personnel support based at the training complex in Fort Myers, Florida.

- Revamped organizational methods to improve efficiency for colleagues' duties
- Coordinated lodging and travel for over 200 players, in addition to scouts and front office staff
- Organized internal logistics for mail, apparel and scheduling

Education: Instructed virtual English language lessons and create engagement activities while working to reinforce educational programming.

- Created lesson plans and activities for over 20 Latin American staff members seeking personal development through English language acquisition
- Collaborated with educational team to innovate and enhance the support provided for players and staff in education, mental skills and life skills

Brand Partnerships Intern

Minnesota Twins // Minneapolis, MN // January 2019 – November 2019

Ensured business-to-business relationships with organizational partners through in-game promotions, partner events, internal asset performance tracking and more.

- Hired and managed the first employed group of runners to execute the Target sponsored Race at Target Field mascot race
- Conjoined with account representatives to create renewal and prospect presentations for proposals upwards of \$500,000 to \$1 million or more
- Integrated a concert with a world-touring artist and partnership activation within the event flow of a NCAA FCS Division 1 Football game at Target Field
- Completed a Capstone Project designed to improve organizational operations and presented to an executive panel, resulting in a First-Place recognition

Culture Development Intern

Kansas City Royals // Santo Domingo, Dominican Republic // January 2018 – May 2018

Assisted in English language acquisition and United States cultural preparation for Latin American players at the Royals' Dominican Republic development facility.

- Renewed and created improved cultural development resources, such as bilingual instructional videos and digital workbooks
- Revamped internal organizational systems, including all player files and facility paperwork