



# 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

**CERT / Data Wise Project**  
*HarvardX // Harvard Grad. School of Edu.*  
 Spring 2020

## OBJECTIVE

Young, bilingual sport industry professional seeking a full-time position to continue personal growth and to enhance organizational goals regarding cultural and operational support for personnel.

Experienced with five years of positions within several sport organizations, both domestic and abroad, and numerous large-scale sporting events.

## EXPERIENCE

### Florida Operations & Education Intern

*Minnesota Twins // Fort Myers, FL // January 2020 – Present*

**Pre-COVID-19:** Supported all operational activity and personnel support within the training complex

- Coordinated lodging and travel for players, scouts and office staff
- Organized internal logistics for mail, apparel and scheduling

**Mid-COVID-19:** Reinforced educational support program improvement and instructed virtual English language lessons and engagement activities

- Created lesson plans and additional activities for Latin staff members seeking personal development through English language acquisition
- Collaborated with educational team to innovate and enhance support 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