

CHRISTIAN DRAKE

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EDUCATION

UNIVERSITY OF ALABAMA, Culverhouse College of Business **Tuscaloosa, AL**
Bachelor of Science in Commerce and Business Administration

- GPA: 3.24 *May 2021*
- Concentration: Marketing
- Dean's List distinction 2019-20

UNIVERSITY OF ALABAMA, College of Human Environmental Sciences **Tuscaloosa, AL**
Master of Science in Hospitality Management

- GPA: 3.50 *June 2021- Present*
- Concentration: Sport Hospitality

EXPERIENCE

UNIVERSITY OF ALABAMA **Tuscaloosa, AL**
SID Student Assistant, Athletic Communications *November 2020-Present*

- Facilitate press conferences for football, men's basketball, and baseball games
- Write press releases and feature stories for rolltide.com
- Use Sidearm to create and update rosters and bios for a variety of University of Alabama sports teams
- Assist with creation of media guide using InDesign for multiple University of Alabama teams
- Run social media accounts for University Athletics' teams, specifically Alabama Men's Basketball
- Record and transcribe pre- and post-meet interviews for use by the media

SOUTHEASTERN CONFERENCE **Hoover, AL**
Student Assistant, 2021 Media Days *July 2021*

- Worked as media assistant for the conference's communications department
- Served as a liaison between universities, media, television and event organizers

NASHVILLE SOUNDS **Nashville, TN**
Promotions Team *June 2018 -August 2021*

- Help execute on-field promotions, pre-game giveaways, post-game activities
- Worked alongside the emcee and other promotional staff to set up promotion preparations and theme nights

Fan Host **Nashville, TN**
June -August 2017

- Welcomed fans to the game, helping with any needs or questions
- Worked as security for suites of VIP guests and celebrities

BETTER COLLECTIVE **Remote**
Social Media Contributor *October 2020-Present*

- Researching and curating social media content, while growing their Scores and Odds platform
- Distributing news articles for Better Collective owned websites

TRANSPERFECT MUSIC CITY BOWL | NASHVILLE SPORTS COUNCIL **Nashville, TN**
Marketing & Development Intern *June 2019-August 2019*

- Communication with coaches of Youth Football Program and operations within PR department.
- Made sales for upcoming events and corporate/individual members
 - Sold \$3,300 of sponsorships/memberships in first two weeks of internship
 - Sold over \$6k in ticket renewals utilizing Archtics software for 2019 Music City Bowl
- Worked with Digital Marketing team to post social media content and garner attention for our events
 - Increased social engagement by over 150%, receiving mentions NFL greats on Twitter.

SKILLS/INTERESTS

Skills: Excel, Word, Powerpoint, Qualtrics, Adobe Photoshop & InDesign, IBM-SPSS, Archtics Programming Interface
Activities: Alabama Club Baseball, Golf Cart Attendant at NorthRiver Yacht Club, Farmhand in Little Texas, Tennessee