

Sebastian Cocco

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Professional Experience

National Sports Center—USA CUP, Blaine, MN

May 2023—August 2023

Digital Marketing Intern

- Covered Target USA CUP, one of the biggest youth soccer tournaments in the world
- Successfully implemented digital marketing strategies that resulted in a 72.4% year-over-year increase in Instagram impressions, demonstrating expertise in driving engagement and audience reach through social media
- Contributed to sponsorship activation with Adidas, SOCCER.com, Minnesota United FC, and Target
- Leveraged partnerships with local media outlets to secure press coverage and feature articles about the tournament, resulting in increased media exposure and community engagement
- Created engaging and visually appealing content, including promotional videos, infographics, blogs, and social media posts, to raise awareness about the tournament and attract a wider audience

FanSided

Paid Contributor at EverythingBarca.com

September 2022—Present

- Developed and wrote articles surrounding FC Barcelona showcasing fan-driven content via FanSided, to the world's fastest growing fan-focused digital media network

Minnesota United FC, St. Paul, MN

Stadium Operations Team Member

March 2021—September 2023

- Set-up and tear down of both gameday and special events inside and out of the stadium
- Learned the intricacies of gameday events, and the ins and outs of professional sporting events, special events, and facility management

Tommie Marketing Club

Case Competition American Marketing Association

May 2022

- Directed team of 6 students in American Marketing Association case competition
- Created a product and brand strategy for Amai: Edible Cups and Coca-Cola Energy involving digital marketing, product design, pricing analysis, and consumer research
- **Most Creative Team Award**

Leadership Experience

Tommie Marketing Club, University of St. Thomas

President

January 2022—January 2023

- Managed multiple areas including finances, social media, marketing, and programming
- Revived member attendance by 26% by strategically developing a plan to increase member engagement
- Collaborated with other clubs to develop and promote business focused events for members
- Organized numerous off-campus events at marketing agencies and professional organizations

Social Media Coordinator

December 2020—December 2021

- Led the development of social media marketing campaigns delivering a collaborative networking community for college students
- Increased total likes by 46% on Instagram by creating a consistent content plan to keep followers engaged

Education

University of St. Thomas, St. Paul, MN

B.A. in Business Administration, Opus College of Business

Concentration: **Marketing Management**, Minor in **Digital Media Arts** | **GPA 3.84**

Honors: Aquinas Honors Program, Dean's List, Beta Gamma Sigma (member)

Abroad: Universitat Ramon Llull - Barcelona, Spain (Spring 2023) | Santiago, Chile (2014-2018)

Skills

- Technical skills: Microsoft Office Suite, Canva, Twitter, LinkedIn, Instagram, Adobe Lightroom, Qualtrics, Photography
- Languages: Bilingual-English and Spanish

Volunteer Experience

- YMCA of the North

January 2022—Present