

# Sebastian Cocco

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## Education

**University of St. Thomas**, St. Paul, MN

2020—2024

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

Major: **Marketing Management** Minor: **Digital Media Arts** | GPA 3.84

**Honors:** Aquinas Scholar, Dean's List, Beta Gamma Sigma

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

## Professional Experience

**MM PRTNRS.**

Jan. 2024—Present

*US Commercial Partnerships Representative*

- Developed and executed outreach strategies targeting potential partners for partnership opportunities with major sports properties like FC Barcelona
- Conducted market research to identify emerging trends and potential partners aligned with the club's brand values and objectives
- Collaborated with internal teams to craft compelling partnership proposals that align with both the client's goals and the club's strategic direction
- Designed and implemented a custom CRM system to efficiently manage and track partnership outreach, communications, and progress, enhancing overall organization and workflow

**Sentinel**

Jan. 2024—Present

*Junior Analyst*

- Monitored online platforms to identify potential threats related to stadium security, players, coaches, and staff during international CONCACAF soccer tournaments
- Analyzed real-time data to support security operations and optimize event safety protocols
- Compiled and delivered detailed reports on identified threats, incidents, and security breaches, both online and at the stadium

**National Sports Center — Target USA CUP**

May 2023—Present

*Content Creation Intern*

- Drove a 75% increase in social media impressions, reaching 2.4 million, compared to the previous year through effective content strategy and enhanced audience engagement
- Achieved a 40.6% increase in social media followers in one week, growing the audience from 11.8k to 16.6k through targeted content and strategic engagement
- Contributed to sponsorship activation and contract organization with Adidas, SOCCER.com, Minnesota United FC, Target, and Honey Stinger

**Minnesota United FC**

Mar. 2021—Sept. 2023

*Stadium Operations Team Member*

- Assisted in coordinating and executing stadium events
- Learned the intricacies of gameday events, and the ins and outs of professional sporting events, special events, and facility management

**Tommie Marketing Club**, University of St. Thomas

May 2022

*Case Study Competition — American Marketing Association (Most Creative Team Award)*

- Created a brand strategy for Amai: Edible Cups and Coca-Cola Energy involving digital marketing, product design, pricing analysis, and consumer research

## Leadership Experience

**Tommie Marketing Club**, University of St. Thomas

Jan. 2021—Jan. 2023

*President*

- Recruited 250+ students, fostering growth, engagement, and collaborative learning
- Managed multiple areas including finances, social media, marketing, and programming
- Revived member attendance by 26% by strategically developing a plan to increase member engagement
- Performed a brand audit, establishing consistent messaging across all channels
- Elevated social media engagement by 46% through strategic initiatives and content creation, driving increased interaction and club visibility

## Skills

- Languages: English (fluent) & Spanish (fluent)