

Jim Blair

19 Lilly Lane
Narragansett, Rhode Island 02882
724-877-0517
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Education

University of Rhode Island, Kingston, Rhode Island

Expected Graduation: 2017

- PhD in Marketing

University of Dayton, Dayton, Ohio

2013

- Master's in Business Administration
- **Concentrations:** Finance & Marketing

GPA 3.67

Ohio University, Athens, Ohio

2010

- Bachelor of Business Administration & Bachelor of Recreation and Sports Sciences
- **Majors:** Business Pre-Law, Business Economics, Finance, & Sports Management

GPA 3.27

Popular Press Articles (2)

Titlebaum, P., **Blair III, J.**, Brown, M., Dick, R. (2012) Survey Says..., *Seat*, 22, (3), 40-41.

Blair III, J., Titlebaum, P., Daprano, C. (January, 2013) Sports Officiating: Keeping Officials 'In the Game,' *Recreation Management*, 14, (1), 10-11.

Academic Presentations (4)

Learn What the Luxury Suite Customer Wants, The Association of Marketing Theory and Practice, March 21, 2013.

Warning Signs of Our Current Officiating Systems, Building a Research Community Day, October 12, 2012.

Warning Signs of Our Current Officiating Systems, Ohio Recreational Sports Association (ORSA), October 19, 2012.

Staying in the Game: Basketball Officials Perspective, The Ohio Association for Health, Physical Education, Recreation, and Dance (OAPHERD), December 6, 2012.

Courses Taught

University of Dayton, Dayton, Ohio

2012-2013

Sports Management *Graduate Assistant Teaching Assistant*

- HSS 250 Principles of Management
- HSS 255 Sports Management Practicum
- HSS 330 Leadership in Sport
- HSS 354 Sports Global Community
- HSS 356 Organizational Behavior in Health and Sport
- HSS 357/MBA639 Sports Marketing (Grad and Undergrad)
- HSS 358 Sales and Fundraising Sport
- HSS 448/HSS548 Safety & Law in Sport, Exercise, & Fitness (Grad and Undergrad)

University of Rhode Island, Kingston, Rhode Island

2013-Present

Marketing *Graduate Assistant Teaching Assistant*

- BUS 367 Research Methods

Marketing *Instructor/PhD Student*

- BUS 365 Marketing Research
- BUS 496 Special Topics in Marketing: Sport Marketing

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Consulting & Event Experiences

Marketing Strategy Consulting Project, *LexisNexis*

2013

- LexisNexis is 2nd for legal research products and was looking for strategies to gain market share to become #1 in a 10 year period
- Suggested new marketing communication strategies via sales representatives and social media communication
- Highlighted importance of improvement in brand loyalty over brand awareness
- Recognized the importance of listening to the voice of the customer
- Presented recommendations on detailed plan of how to gain 26% market share on industry competitor West Law

Integrated Marketing Campaign Project, *dELiA*s*

2013

- dELiA*s, a national retail clothing store was looking for new marketing strategies to improve recent poor financial performance
- Recommended three new special events and marketing strategies
- T's for Tops: Customers exchange used competitor's t-shirts receiving a discounted dELiA*s top; used clothes donated to Goodwill
- Wardrobe App: After purchase customers can use their smart phone to scan their receipt and upload their wardrobe to their phone
- CRM: Track customer purchases and recommend matching items based on items in user's wardrobe app

Lean Accounting Consulting Project, *Value Added Packaging*

2013

- VAP is a regional package manufacturing facility located in Troy, Ohio
- Went to the 'gemba' monitoring worker activities, processes, and systems
- Utilized Dr. Edward Deming and the Toyota Way Principles to make improvements, changes, and recommendations
- Improved current workflow by creating a new cell layout design utilizing kanban cards and just in time inventory strategy

Capstone Integrated Consulting Project, *King Business Interiors*

2012

- Consulted for an office furniture company with \$20 million sales in the Columbus, Ohio marketplace
- Researched and completed a competitive environment market analysis
- Designed a new PowerPoint template specific to the business
- Created a customer survey analyzing specific departments and measuring the voice of the customer
- Recommended specific lean incentives for short and long term improvements within the business

Sport Marketing Consulting Project, *Formula One New York/New Jersey Race*

2012

- Searched marketplace for title or presenting sponsors (Royal Caribbean) fitting with event target customers
- Built unique recommendations increasing brand awareness & mutually driving new business opportunities
- Organized detailed and specific sponsorship package for Royal Caribbean's sponsorship
- Planned sponsorship activation strategy for Royal Caribbean; driving future sales

Sports Management Cluster, *Ohio University Women Soccer Team*

2010

- Effectively lead team to plan, market, and facilitate a themed home women's soccer game
- Implemented a "Food Frenzy" theme with sponsored giveaways and contests
- Negotiated with seven local businesses to sponsor the event and donate supplies
- Resulted in the largest attendance for the season through successful web 2.0 and print marketing

Integrated Business Cluster, *Arts West*

2009

- Operated in teams and individually to solve complex business problems and create solutions
- Analyzed a business efficiency issue regarding a local business, Arts West, by presenting a business plan
- Presented business manages with recommendations tailored to cutting costs and acquiring new business

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Work Experiences

University of Rhode Island, Kingston, Rhode Island

2013-Present

Graduate Assistant Research & Teaching Assistant

- Compile literature reviews on pricing, brand, and sponsorship topics
- IRB certified and attended IRB Workshop to become more familiar with research policies and procedures
- Gather and analyze business school student feedback on marketing program and courses, resulting in several recommendations
- Lead weekly review sessions for BUS 367 Marketing Research Methods
- Answer students questions, giving examples, help with group projects, grade, and create test questions

Boundless Learning, Kingston, Rhode Island

2013-Present

Campus Marketing Manager

- Manage a team of five students to implement a marketing plan on campus to raise brand awareness
- Act as a liaison between on-campus team and corporate staff
- Utilize social media to expose consumers to brand and product
- Highest manager success for contacting teaching assistants and demonstrating product

Universal 1 Credit Union, Dayton, Ohio

2013

Marketing Intern

- Prepare, forecast, and organize member appreciation events for 11 branch locations
- Gather employee information and created content for our internal bi-weekly newsletter
- Accumulate monthly membership data identifying trends and preparing proper marketing strategies
- Establish a member survey and organizing two focus groups through listening to the voice of the members
- Troubleshoot, edit, proof, and prepare for launch of new credit union website
- Researching over 172 CRM solutions, thoroughly evaluating 17 CRM systems to find the best fitting solution
- Evaluate and price vendors for promotional items and credit unions supplies

University of Dayton Sports Management Department, Dayton, Ohio

2012-2013

Graduate Assistant Teaching Assistant

- Planned a mock interview and hiring session for 51 students for 8 internship positions
- Co-wrote article in SEAT magazine analyzing disconnect between luxury suite salespeople and customers
- Produced new UD Sports Management blog highlighting alumni in the industry, driving LinkedIn traffic
- Guided classroom instruction for five undergraduate classes, several sessions without instructor supervision
- Designed test questions for classes to provide a challenging exam covering course material
- Presented published articles at conferences; OAPHERD, ORSA, AMTP, & Building a Research Community Day

University of Dayton Athletic Department, Dayton, Ohio

2011-2013

Study Hall Monitor

- Maintained an environment for student-athletes conducive for studying
- Enforced rules and regulations student-athletes are expected to follow
- Utilized SportsTracker and TutorTrac software to monitor student hours and attendance

Reynolds and Reynolds, Dayton, Ohio

2011-2012

Customer Satisfaction Interviewer

- Contributed to reports for Vice Presidents investigating lost customers for Managed Marketing Solutions Program
- Knowledge and experience working with Microsoft Office and Net-Cati computer software
- Communicated effectively with respondents through interviewing scripts, prompts, and guidelines
- Interviewed customers to gauge their satisfaction and dissatisfaction with Reynolds products and services
- Compiled survey data to help determine the voice of the customer
- Regularly maintained highest survey completion ratios among all coworkers
- Completed over 1500 surveys over a one year span

The Association of Luxury Suite Directors Conference, Minneapolis, Minnesota

2012

Conference Intern

- Addressed attendee problems and concerns, finding a solution and problems solving on the spot
- Designed and set up layout for speaking arrangements and presentations

University of Dayton Intramural Sports Department, Dayton, Ohio

2011-2012

Official

- Resolved rule disputes between participants, by applying and enforcing policies and procedures
- Selected to officiate at the 2011 Ohio State University Flag Football Regional Tournament
- Attended the 2011 University of Dayton Flag Football Workshop & 2012 Ohio University Basketball Workshop

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Ohio University Intramural Sports, Athens, Ohio

2007-2010

Student Director of Personnel, Supervisor, Program Assistant, & Official

- Organized schedules for 40 staff members across 13 sports
- Acted as a liaison between student staff and professional staff to communicate updates and changes
- Supervised multiple sports simultaneously with over 60 participants and 15 staff members
- Lead and implemented a mentor program between veteran and new staff members, increasing staff morale
- Served as a clinician, training officials in three sports

Baker University Center, Athens, Ohio

2008-2009

Building Manager

- Evaluated employee performance through daily reports regarding activities in the building
- Solved customer relation issues and problems using effective decision making
- Managed a \$60 million building with several events and meetings held daily

Southern Ohio Copperheads, Athens, Ohio

2008- 2009

Director of Marketing, Marketing & Promotions Committee Member, & General Staff

- Negotiated trade sponsorships with several businesses
- Promoted new marketing strategies and campaigns targeting consumers aged 18-25 to attend home games
- Activated sponsorships with marketing strategies, increasing brand awareness of sponsors
- Created surveys analyzing consumer retention of sponsors and demographics of consumers
- Administrated team social media utilizing Facebook pages, groups, and events
- Implemented and performed game day promotions, on-field contests and messages, and theme nights
- Wrote, designed, and updated a detailed PA script for all home games

Professional Associations & Volunteer Activities

- Ohio University Alumni Association: Dayton Chapter
- Frericks 5k
- Flyers Against Malaria
- Ohio University Club Wrestling Team
- Sports Marketing Club
- International Sports Agent Organization
- Sports & Entertainment Law Society
- Volunteer Youth Wrestling Coach
- tRAC (the Residents Action Council)
- Biddle Hall Council

Special Events Organizer & Volunteer
Volunteer
Graduate Student Advisor
Treasurer
Member
Member
President
Volunteer
Volunteer
President

Honors, Awards, & Certifications

- Ohio University Intramural Sports Student Director of the Year
- Reynolds University Jump Start Certificate
- Gateway Trustee Scholarship
- Gateway Scholarship
- Croatian Fraternal Union Scholarship
- Ohio University Hall Council Member of the Year
- Jamestown, NY Holiday Classic Wrestling Scholarship

Class Evaluations

BUS 367 Marketing Research Review Sessions

Evaluation Question	Average Score (7-Point Scale)
How clear is the TA in explaining the material?	6.7
How helpful are the review sessions?	6.5

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References

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Dr. Corinne Daprano

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