

Rickie L. Spears
3621 Coliseum Ave., Indianapolis, IN 46205
E-mail: rickspea@iu.edu/ SpearsRickieL@gmail.com
Mobile: (614) 266-0593

PROFESSIONAL SUMMARY

Forward thinking professional with over 15 years of experience in college admissions, athletics, community development, leadership development, financial aid, event planning, student advisor, public relations, operations management, sales and marketing, and fundraising. Possess a track record of success in working effectively at all levels of an organization with a diverse, multicultural population, leading teams to high performance, exceeding goals and making an immediate impact on productivity and profitability.

KEY SKILLS

- Provide support to executive leadership and staff in the areas of planning, management, program execution and communications.
- Excellent leadership, management, operations and coaching skills.
- Passionate business development specialist, skilled in impacting the visibility, profitability, and performance of the brand through orchestration of competitive market intelligence and brand positioning.
- Track record of developing highly successful campaigns within budget, on schedule and surpassing corporate goals. Excellence in creating and managing revenue streams.
- Develop and implement planning and project management processes to ensure the effective coordination and integration of the programs and resources of the learning centre
- Highly experienced in gaining sponsorships/donors, driving highly successful sales and marketing efforts, special event planning and promotions, community outreach, media relations, market research, and image management
- Assisted students with applications (FAFSA), financial planning and budgeting and excelled continuously in retention of students.
- Effective facilitator and teacher.

EDUCATION

Masters of Business Administration, Sports Management Tiffin University, Tiffin, Ohio

- Completed coursework towards Master's degree (Spring 2017).
- Current GPA 3.79

Bachelor of Arts in Business Administration, Otterbein University; Westerville, Ohio (majored in Marketing/Leadership with a minor in Education). Completed most coursework leading up to my degree at University of Cincinnati, Cincinnati, Ohio

PROFESSIONAL EXPERIENCE

Athletic Advising Graduate Assistant (Internship)
Indiana University-Purdue University Indianapolis– Indianapolis, IN | 2017

- Assist athletics academic advisors and student-athletes with academic advising issues.
- Support special programs and services offered for student-athletes as requested by the Associate Athletic Director.
- Meet weekly with students to develop effective academic plans.
- Review graded course work and develop strategies for improvement, as needed.
- Develop strong working relationships with student-athletes that emphasize the value of education; and the development of self-reliance, self-confidence, empowerment, and intrinsic motivation.
- Communicate accurately and thoroughly with athletic academic advisors, coaches, and University support staff.

Regional Operations Manager/Corporate Training Manager (Indianapolis area)
LA Fitness Corporation – Indianapolis, IN | 2014 – 2016

Oversee all administrative activities of the programs including staff supervision, staff development and customer service maintenance within the Indianapolis area. Evaluated monthly property reports, variance analysis, and negotiated all operating contracts. Overall responsibility for client-facing operations for the LA Fitness Corporation (online events, training, e-learning) line of business, including project management, internal and external coordination, schedule and budget, risk and change management composed marketing and technical documentation; created internal and client tutorials and training modules and presentation; consulted on marketing strategy and promotion plans.

Key Highlights

- Innovatively designed a consistent sales and marketing program for corporate operations staff and other cross-functional teams to execute aspects of product development and niche positioning, participating heavily in all process stages – planning, development, design, and brand promotion.
- Achieved number 1 position for Business Operations Grade Card in 2014-2016 (score 99 out of 100%).

- Provide guidance and leadership with respect to marketing campaign strategy development, benchmarking, implementation, post-execution analysis, theme development, and budget considerations. Helped clients, through guidance and market analysis, achieve better results and understanding of innovative market solutions and trends.
- Researched, screened, and strategically integrated various resources and partnerships to improve cost-benefit relationship and maximize client satisfaction. These strategic developments lead to substantial increase in projects volume, number of clients, and an increase of revenue by more than 25% each year.

Business Owner/Athletic Trainer
Five Star Athletic Academy – Jacksonville, Florida | 2012-2014

- Working with players of different sports and preparing exercise programs for them.
- Designed fitness and nutritional programs.
- Working one-on-one with athletes to create specialized training programs based on strength and weakness.
- Providing expert instructions in building stamina and strength and proper use of equipment.
- Partner with local nutritionist and dieticians and advising players to take a diet program.
- Demonstrating bending, running, throwing, and lifting techniques to players.

Director of Admissions & Campus Sports Coordinator
Everest University (Formerly Florida Metropolitan University) – California & Florida | 2007-2012

Advised and assisted approximately 40 students per week and thrived to provide quality customer service. Assisted students plan, organized and set career /academic goals. Served on advisory board to make admissions process recommendations to the Academic and Executive Committee and for Phi Beta Lambda. Conducted Financial Aid Workshops.

- Managed financials of athletic department including revenue generation and cost controlling.
- Received award for being the top high school admissions department for fiscal year 2008-2011 (Employee of the year)
- Oversaw all sports events and campus operations for the athletic, fraternity, and volunteering organizations in the Jacksonville area.
- Coordinate preparation publishing of student affairs calendar.
- Conduct orientation program for new students with other members of faculty staff.
- Developed and regularly teach a series of classes on “How To Prepare for College” for various not-for-profit organizations whose purpose is to mentor youth.
- Achieved top performer recognition in the Northern California Region for fiscal year 2008-2009.
- Spearheaded campus fundraiser with several community organizations such as The United Way, Big Brothers Big Sisters, and the local military base to give back to their organizations and to promote the campus. Worked with local businesses to donate to annual campus scholarship fund.

VOLUNTEER EXPERIENCE

- Event Volunteer (Youth Clinic/Sport Sponsor Support)
- Indiana Sports Corp. Member (ISP) – Indianapolis, IN|2014-Present
- 2014-2016 Big Ten Football Championship Game (Youth Clinics and Fan Fest)
- 2015 National Collegiate Athletic Association (NCAA) Men’s Final Four (Youth Clinics and Fan Fest)

PROFESSIONAL AFFILIATIONS

- National Association of Collegiate Marketing Administrators (NACMA)
- Indiana Sports Corp. Member (ISP)
- National Association of Collegiate Directors of Athletics (NACDA)

References Available Upon Request