

CRISTIAN R. AVALOS

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EDUCATION

University of Illinois at Urbana-Champaign

- Bachelor of Science in Recreation, Sport, and Tourism: Concentration in Sport Management

Expected Graduation Date: May 2017

Dean's List GPA: 3.54/4.00

Dickinson College, Carlisle, PA

- Major: International Business and Management

Dates Attended: August 2013 – May 2014

GPA: 3.33/4.00

PROFESSIONAL EXPERIENCE

Chicago Blackhawks

Marketing Street Team

Chicago, IL

July 2016-Present

- Assist in running marketing promotions at a variety of events around the Chicagoland area to entice fans into getting more engaged with their city's professional hockey team
- Act as an ambassador for the Chicago Blackhawks brand to increase an already large Blackhawks fan base
- Assist with official Blackhawks event operations including site build, tear down and transportation

Chicago Bears

Fan Services Representative

Chicago, IL

July 2016-Present

- Deliver helpful, friendly and professional customer service to every fan on Bears Game Day
- Collaborate with other departments and employer groups such as security, food service, retail, parking, maintenance, housekeeping, law enforcement, and ushers
- Monitor assigned area before, during and after the game to ensure fans' needs are met and issues are resolved

Elite Baseball Training, LLC

Baseball Operations Intern/Social Media Coordinator

Chicago, IL

May 2016-August 2016

- Edit and construct highlight reels for academy players to be used in their college recruitment
- Coach and instruct fundamentals at multiple youth baseball camps throughout the summer
- Create informative branding projects (in association with Justin Stone and Travis Kerber) to help bring the study of batting, pitching and fielding mechanics to a broader audience
- Work closely with and under Professional & Collegiate Scout Liaison, Rich Ruffolo, and Assistant Director, Cory Zomick, on the process of recruitment for academy players
- Oversee and implement social media campaigns across all of the organization's social media accounts including Instagram, Facebook, Vine and Twitter, interacting with a clientele base of over 15K followers

University of Illinois at Urbana Champaign

Registration Assistant | Fighting Illini Sport Camps and Clinics

Champaign, IL

May 2016-August 2016

- Maintain an understanding of information relating to all camps (registration procedures, basic camp activity information)
- Answer any questions pertaining to all Division of Intercollegiate Athletics sponsored camps and clinics
- Understand and respect all University of Illinois cash flow procedures and guidelines
- Perform office work when needed

University of Illinois at Urbana-Champaign

Event Coordinating Intern | Department of Recreation, Sport and Tourism

Champaign, IL

May 2015-October 2015

- Plan and execute a two-day, sport-management focused symposium for the Department of Recreation, Sport and Tourism, hosting over 50 professionals and guest speakers from across the country including representatives from the U.S. Olympic Committee, State Farm and the Chicago Blackhawks

LEADERSHIP AND VOLUNTEER ACTIVITIES

Choose Chicago

2016 NFL Draft Volunteer

Chicago, IL

April 2016

- Coordinate Vertical Jump check-ins through NFL Fan Mobile Pass and aid in the execution of the event
- Organize registration of the NFL Public Play 60 clinics

Ronald McDonald House Charities of Chicagoland and Northwest Indiana

McDonald's All-American Games Program Book Seller | Volunteer

Chicago, IL

March 2016

- Sell program books to the crowd at the McDonald's High School All-American Basketball Games, raising over \$600 in charity donations
- Responsible for receiving and counting cash payments and transactions in exchange for program books

Sports Business Association at the University of Illinois

Executive Board Member | Social Media Copywriter

Champaign, IL

November 2014-Present

- Solely responsible for all copy across all of the organization's social media accounts including Facebook, Twitter and Instagram
- Identify and gain followership on all social media accounts
- Lead, plan and implement all social media campaigns

Sigma Chi Fraternity (Kappa Kappa Chapter)

Executive Board Member | Head Recruitment Chairman

Champaign, IL

December 2015-May 2016

- Raise the visibility and reputation of the fraternity while setting high standards and expectations for future recruits
- Network with potential recruits and communicate the importance of putting the fraternity in a position to succeed

SKILLS/INTERESTS

Bilingual in Spanish & English • Microsoft Office • Philanthropy/Non-Profit • Special Events • Collegiate & Professional Sport