

# EMINA MURATOVIC

Miami, FL | 314-484-3411 | eminamuratovic01@gmail.com

## EDUCATION

- University of South Florida- Vinik Sport and Entertainment Management Program** 2022-2024  
MBA- Concentration in Sport Business; M.S. Sports and Entertainment Management
- Saint Louis University- Richard A. Chaifetz School of Business** 2019-2022  
Dual Degree- Bachelor of Science in Marketing and Sports Business

## RELEVANT WORK EXPERIENCE

- CRM Coordinator** Dec 2023 - Present  
*Miami Dolphins / Miami Open / Miami Grand Prix*
- Create and analyze leads for various campaigns, including, sales, digital marketing, and AI driven marketing tools, ensuring information in Dynamics is accurate
  - Analyze sales floor driven campaigns to guide strategy and meet revenue goals
- Insights & Strategy Analyst Fellow** Aug 2023 - Dec 2023  
*Tampa Bay Buccaneers*
- Conducted market segmentation research for the Tampa, Orlando, and Fort Myers/Naples areas while analyzing Nielsen market data for teams such as the Rays, Magic, Lightning, and Bucs
  - Analyzed email marketing campaigns to enhance overall email engagement
- Game Presentation and Marketing Assistant** Jan 2023 - Sept 2023  
*Pittsburgh Pirates*
- Served as technical director for spring training and MiLB games utilizing TriCaster
  - Managed and created content for Marauders socials, resulting in a 200%+ increase in engagement
  - Managed camera ops staff as well as providing control room support while calling camera shots
- Social Media and Marketing Intern** Oct 2021 - May 2022  
*NovaShine Smile*
- Created content and analyzed metrics for social media accounts with a 251k combined following
  - Leveraged HubSpot to manage communications, including outreach, follow-up, and relationship building with over 2,000+ influencers
  - Negotiated contracts and rates with influencers
- Research Assistant** Aug 2019 - May 2022  
*University of Missouri- Saint Louis*
- Transcribed 50+ interviews using Atlas.ti and analyzed surveys using Qualtrics
  - Published a research paper as lead-author in a top-tier journal in the field

## OTHER WORK EXPERIENCE

- Blue Crew - Tampa Bay Lightning** Aug 2022 - Present
- Promo/Street Team Member- St. Louis XFL Battlehawks** Feb 2020 - Mar 2020

## OTHER SKILLS/ACTIVITIES

- Fluent in English, Bosnian, Croatian, Serbian
- Experience with Microsoft Office, Archtics, Dynamics, Salesforce, Oracle Eloqua, Adobe Creative Cloud
- WISE (Women In Sports and Events) member