

JALISSA BREELAND

Work Experience

FIFA World Cup Marketing Intern

March 2026 - Present

Octagon

- Coordinate and implement on-site activities at fan festivals and stadiums
- Responsible for daily set-up, breakdown, and maintenance of all event equipment
- Interact with soccer fans from all over the globe to ensure they have a positive and engaging experience

Youth Sports Site Manager

June 2022 - Seasonal - August 2024

i9 Sports

- Assist with field set up and breakdown for game day events
- Manage/supervise part-time staff members and volunteer coaches
- Supervise the overall operation of the venue including programs operating on schedule

Recreation and Communications Specialist

June 2025 - Present

Urban Youth Kings & Queens

- Manage event logistics for tournaments, clinics, and community engagement days supporting over 500 youth participants.
- Build relationships with community partners and sponsors to amplify the organization's mission and expand outreach.
- Directed the planning, coordination, and evaluation of athletic and recreational programs
- Managed program scheduling, staffing, and daily operations while maintaining compliance with organizational policies and safety standards.
- Developed and executed communication strategies to promote programs, events, and initiatives through digital platforms, email, and community outreach.

Basketball Camp Coach

June 2022 - Seasonal - August 2024

ESF Camps & Experiences - Jr. 76ers Camp

- Planned and led age-appropriate basketball drills and skill development sessions for campers ages 6-16, focusing on fundamentals such as dribbling, shooting, passing, and defense.
- Adapted coaching strategies to accommodate varying skill levels, ensuring engagement and development for beginners through advanced players.
- Supervised campers during practices, games, and activities, maintaining safety standards and enforcing camp rules.

Community and Fan Engagement Intern

April 2023 - July 2024

Delaware Bluecoats

- Coordinated community outreach initiatives, including youth clinics, school visits, and nonprofit partnerships to strengthen the team's local presence.
- Engaged fans on game days through interactive promotions, halftime activities, and in-arena experiences to enhance attendance and loyalty.

Marketing Workshop Participant

March 2024 - Temporary - March 2024

Marcus Graham Project - Philadelphia Sixers & Hennessy

- Outlined a detailed 360-marketing campaign with a collaborative team, highlighting the key objectives for the Philadelphia Sixers and the official spirit of the team Hennessy.
- Created promotional opportunities within: in-arena, community, fans, OOH market, social media and digital engagement.
- Identified KPIs and market reach along with potential ROI.

Contacts



717-870-0395



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Philadelphia, PA

Education

Temple University - 2025

Philadelphia, PA

- **Bachelor of Arts**

Communication and Media Studies

Sports Media Certificate

- **Clubs & Organizations**

Sports Media Society for Women

Temple Association of Black Journalists

Women in Sports Recreation and

Management

Skills

- Program Planning and Oversight

- Scheduling and Logistics

Coordination

- Event Operations

- Crowd Management, Safety and

Compliance

- Facility and Equipment

Management

- Planning and Organization

- Effective and Strategic

Communication

- Sponsorship and Partnership

Support

- Staff Supervision

- Budgeting and Resource Allocation

Certifications

Front Office Sports

Athlete Marketing Essentials:

NIL Certification

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Work Experience

Athletics Marketing Intern

August 2022 - April 2023

Temple University Athletics Department

- Supported marketing plans and in-game promotions to boost attendance and fan engagement.
- Assisted with game-day operations and developed promotions leading up to game days.

Game Day Staff

August 2022 - February 2023

Lincoln Financial Field - Philadelphia Eagles

- Assisted fans in locating areas of Lincoln Financial Field and supplying general information.
- Monitored fan behavior and reported to Event Staff Supervisors and security personnel.

NFL Draft Team Member

April 2022 - Contract - April 2022

Las Vegas Convention Center

- Coordinated and ensured a seamless experience for league executives, prospects, partners, and fans while upholding brand standards and security protocols. -
- Supported event operations by ensuring a high-quality, fan-centered draft experience.

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- Effective and Strategic Communication
- Sponsorship and Partnership Support
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