

SARAH L. DREHOFF

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EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

Graduated: May 2010

Master of Business Administration

Master of Sport Business Management

UNIVERSITY OF FLORIDA

Graduated: May 2007

Bachelor of Science in Psychology

Minor in Business Administration

EXPERIENCE

UNIVERSITY OF CENTRAL FLORIDA ALUMNI ASSOCIATION

Assistant Director of Alumni Relations, College of Health and Public Affairs

January 2013 – Present

- Support the UCF Alumni Association by managing all alumni relations for the College of Health and Public Affairs
- Serve as the primary liaison between the UCF Alumni Association, College of Health and Public Affairs and alumni
- Develop, implement and evaluate alumni programming to strategically engage alumni, administrators, current students and the local community to connect and build affinity for the UCF Alumni Association and College of Health and Public Affairs
- Regularly collaborate with college administrators, faculty, staff and students to enhance alumni programming and relevance
- Collaborate with the college's Development Officer to help foster support for the college and engage alumni donors and prospects through alumni programming
- Manage strategic planning, marketing, communications and budgeting for four alumni chapters (Health Services Administration Alumni Chapter, Legal Knights & Friends Alumni Chapter, School of Public Administration Alumni Chapter, School of Social Work Alumni Chapter)
- Identify, recruit and manage volunteers for alumni chapter executive committees and general membership body
- Execute alumni-related events for the college from idea creation through implementation
- Ensure data integrity for the central alumni database, Raiser's Edge, and deliver key data lists and reports to college administrators
- Manage the college's annual scholarship process from promotion through award for more than 30 scholarships

NATIONAL ASSOCIATION OF STOCK CAR AUTO RACING, INC.

Account Executive, Consumer Marketing

March 2010 – Present

- Served as program manager for NASCAR Kinetics: Marketing in Motion
 - Developed the overall strategy and format for current version of the program, a national case study competition
 - Built and maintained partnerships and communications both internally and externally, with college faculty and students, tracks, teams, agencies, and Official Partners such as Growth Energy, Nationwide, Dodge, Fathead, Camping World and M&M'S
 - Developed program content in conjunction with industry stakeholders (case studies and viewing party)
 - Oversaw the planning and execution of one viewing party per semester at each participating school, totaling 36 in 2012
 - Prospected and recruit new schools as program continues to expand nationally
 - Worked with an advertising agency to develop the program collateral including brochures and posters
 - Manage the development and content of the program website and all social media accounts including Facebook and Twitter
 - Assign tasks for the NASCAR Kinetics intern, a full-time position created to support day-to-day activities of the program
- Served as program manager for NASCAR U CREW
 - Managed the initial program development after researching and championing the idea
 - Prospected, hired and managed the selected agency that specializes in college brand ambassador programs
 - Oversaw hiring and performance of two brand ambassadors and execution of minimum of ten events per campus
 - Coordinated industry involvement in the program in support of the company-wide emphasis on industry collaboration
 - Oversaw the execution of at 126 events at 12 campuses in fall 2011 and 142 events at 10 campuses in spring 2012
 - Managed the Facebook page supporting activation at all campuses
 - Developed overall strategy for continuing the program in 2012 and beyond
- Managed strategic planning and marketing budgets for NASCAR Kinetics and NASCAR U CREW
- Created and managed key industry and faculty contacts to support development of existing and new college programming
- Created and developed new programs to enhance existing efforts in targeting the college demographic
- Served as an active member of two internal planning committees (College Integration and Brand Music Strategy)
- Supported planning and development of marquis events (NASCAR Rev'd Up and NASCAR Championship Drive)

INTERNATIONAL SPEEDWAY CORPORATION

Intern, Consumer Marketing and Media Insights

October 2009 – March 2010

- Organized and interpreted data from surveys administered to guests at various business units including twelve tracks
- Actively supported and observed interactions with various business units and outside agencies, most commonly regarding delivery of customer satisfaction research results and licensing
- Assisted in process of researching potential partnerships for Partnership Marketing Team

UNIVERSITY OF CENTRAL FLORIDA ATHLETICS ASSOCIATION, INC.

Graduate Assistant, Ticket and Group Sales

January 2009 – August 2009

- Assisted in the process of developing and planning group events, such as Winter Springs Hometown Appreciation Day, Girl Scout Day, and Birthday at the Bright House
- Actively participated in each step of the group sales process including lead generation, sales presentations, closings, and game day service
- Created promotional materials (i.e. order forms, flyers) for group events specific to football, men's basketball, and baseball
- Managed and updated pages of UCF Athletics website pertaining to tickets, groups, and tailgate packages
- Collected relevant market research for Associate Athletics Director of External Operations as needed

UNIVERSITY OF CENTRAL FLORIDA

Graduate Assistant, Office for Corporate Partnerships and Career Management

August 2008 – December 2008

- Organized and interpreted data from surveys administered to graduate students and alumni
- Assisted College of Business Administration graduate students in utilizing available resources within the office, such as the career library and career placement exams
- Hosted visiting employers for on-campus informational sessions and interviews
- Assisted undergraduate and graduate students from various colleges in the process of registering for on-campus interviews

ORLANDO MAGIC

Game Night Staff, Season Ticket Services and Operations

October 2008 – June 2009

- Supported game night staff by assisting with the distribution of tickets
- Provided game night customer service to the general public, season ticket holders, and guests of the visiting team and the Orlando Magic

INTERNATIONAL SPEEDWAY CORPORATION

Intern, Partnership Marketing

June 2008 – August 2008

- Shadowed and assisted all primary departments and business units at a Grand Am Road Racing, NASCAR Nationwide Series, and NASCAR Sprint Cup Series race weekend hosted at Daytona International Speedway
- Updated sales inventory and category reports for twelve tracks owned and operated by International Speedway Corporation
- Researched and completed sales proposals for potential sponsors
- Assisted in planning of a partner function for a Fortune 100 corporate sponsor

UNIVERSITY OF FLORIDA – UNIVERSITY ATHLETIC ASSOCIATION, INC. – GATOR TICKET OFFICE

Customer Service Representative

March 2005 – April 2008

- Processed ticket orders and donor contributions received via phone, fax, and mail utilizing the ticket system AS400
- Sold, distributed tickets and supported customer service needs at various athletic events including football and men's basketball
- Managed incoming telephone calls from ticket holders, donors, students, and the general public
- Assisted in process of filling and checking accuracy of season and single game ticket orders

SANTA FE COMMUNITY COLLEGE DEPARTMENT OF ATHLETICS

Educational Aid

May 2004 – December 2004

- Published policies and procedures for student-athletes in Student-Athlete Guide
- Wrote, edited, and distributed Employee Guide for Fitness Center which included policies and procedures
- Managed and completed various assignments given by the Athletic Director

UNIVERSITY OF CENTRAL FLORIDA ATHLETICS ASSOCIATION, INC. – ATHLETICS TICKET OFFICE

Student Worker

September 2003 – April 2004

- Processed ticket orders using the ticket system Paciolan
- Sold, distributed tickets and supported customer service needs at various athletic events
- Managed incoming telephone calls from customers

UNIVERSITY OF CENTRAL FLORIDA ATHLETICS ASSOCIATION, INC. – ATHLETICS COMPLIANCE OFFICE

Student Worker

July 2003 – September 2003

- Managed and completed various assignments given by the Assistant Athletic Director of Compliance
- Distributed correspondences to on and off campus addresses via inter-office mail, off-campus mail, and express delivery
- Organized student-athlete files and ensured accuracy of all information
- Assisted with the distribution of student-athlete scholarship checks

ACTIVITIES AND HONORS

- University of Central Florida
 - Co-president of Team SBM (graduate student organization for the DeVos Sport Business Management Program)
 - Recipient of DeVos Sport Business Management Scholarship
- University of Florida
 - Member of Psi Chi (National Honors Society for Psychology) and Psychology Club
- Santa Fe Community College
 - Student Government Programming Athletics Director
 - Graduated with Honors