

Cameron Koporc

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EDUCATION

The University of Georgia

Bachelor of Business Administration in Marketing; Certificate in Music Business

Honors: Zell Miller Scholarship (Full Tuition)

Athens, GA

May 2026

PROFESSIONAL EXPERIENCE

Marketing Intern, *The Classic Center & Akins Ford Arena*, Athens, GA

September 2025- Present

- Support marketing and communication efforts by driving event promotion, brand visibility, and community engagement across conferences, live performances, charitable events, and large-scale arena experiences such as concerts and sporting events.
- Drive creative marketing initiatives for events and brand campaigns while balancing multiple projects with competing deadlines, contributing to strategic content planning in a fast-paced team environment.
- Assist in the creative development and execution of fan activations and onsite experience to enhance fan experience for sold-out arena shows to over 8,000 fans.
- Collaborated with event promoters to provide market research and shape promotional strategies for arena events, while managing sensitive information about artists and promotional plans with discretion and professionalism.
- Assist the Communications Manager with media outreach efforts, including assembling media passes and drafting press releases.

Corporate Partnership Intern, *Nashville Predators*, Nashville, TN

May 2025- August 2025

- Collected and analyzed partnership data using Excel, Trak, and Trajectory to support end-of-season recap decks, strengthen renewal discussions, enhance sponsor reporting, and support partner relation growth.
- Collaborated with the Partnership team to develop renewal materials and build 10 end-of-season recap decks by gathering proof-of-performance visuals and compiling key campaign statistics, integrating performance insights and ROI metrics to support partner retention.
- Designed a customized spec deck highlighting partnership activation success, enhancing sponsor visibility and renewal potential for 21 partners.
- Managed inventory and distribution of sponsor gifts, ensuring timely and accurate fulfillment.
- Utilized AI media tracking software, Trajectory, to monitor media value and quantify partnership-driven revenue, contributing to strategic insights for business development.

LEADERSHIP & RELEVANT EXPERIENCE

Vice President of Marketing, *UGA Alpha Phi Fraternity*, Athens, GA

October 2024- October 2025

- Developed and executed multi-channel marketing campaigns, increasing brand visibility and engagement, and generating 4M+ combined views across various social media platforms.
- Created and followed a competitive content calendar to ensure cohesive brand identity through multiple media outlets such as Instagram, Facebook, and TikTok.
- Crafted personalized digital content with tools such as Canva for recruitment, philanthropy, and event promotion efforts to align with brand identity, resulting in strengthening relationships with campus and external stakeholders.
- Led end-to-end merchandise product development, managed vendor negotiations, and oversaw a product pipeline that increased brand visibility across campus.
- Collaborated with cross-functional teams such as recruitment and philanthropy to align marketing strategies with organizational objectives, ensuring cohesion and measurable impact.

Director of Graphics, *UGA Alpha Phi Fraternity*, Athens, GA

October 2023-October 2024

- Designed high-impact graphics using platforms Canva and Procreate for recruitment and philanthropy events, generating over 50,000 views across both direct posts and organic sharing on social media platforms, resulting in increased brand awareness.

Study Abroad, *Cannes Lions International Festival of Creativity*, Cannes, France

June-July 2024

- Pursued an Advertising and Public Relations-focused study abroad program through UGA's Grady College of Journalism, participating in the prestigious Cannes Lions International Festival of Creativity.
- Strengthened marketing acumen by networking with global advertising leaders from the NFL, Spotify, Amazon, Meta, and the Coca-Cola Company, by observing creative consumer trends and product development through campaign case studies.

COMMUNITY INVOLVEMENT

Volunteer, *Extra Special People*, Athens, GA

August 2022-Present

Volunteer, *UGA Miracle*, Athens, GA

August 2022-Present