



Ian Basile

Senior, Business Marketing Major at University of Oregon

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EXPERIENCE

Portland Trail Blazers — *Digital Marketing Strategist*

January 2019 - March 2019

- Micro targeted audiences on social media and designed and launched targeted ads to generate survey responses from a representative sample of potential fans for a segmentation analysis. The final sample also included current Blazer fans recruited by the team's email
- Analyzed customer segmentation data from a survey of over 900 local consumers regarding their

COMMUNITY

- Junior Baseball Association Umpire (May 2011 - June 2016)

- CYO Basketball Referee (Dec 2012 - Feb 2015)

- Volunteer Assistant 6th Grade Boys Basketball Coach (Nov 2013 - Jan 2014)

- Holy Family Church Vacation Bible School



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NO THANKS

GET THE APP

Friends of the Children, Portland — *Marketing Research*

April 2018 - June 2018

- Created and ran a survey to observe philanthropic tendencies
- Analyzed survey results including linear regression analysis, descriptive analysis, and t-tests
- Produced future recommendations based off survey results

- Targeted Social Media Advertising (Facebook)

- Customer Segmentation Analysis

- Conflict Resolution

- Adaptability

- Ability to work in a team environment

- Willingness and ability to complete small tasks that work towards a common goal

- Experience interacting with customers and resolving conflicts that arise between the customer and place of employment

Eastmoreland Golf Course, Portland — *Starter/Marshall*

May 2016 - September 2017

- Responsible for early morning opening duties
- Performed customer service, including organizing tee times and working with player groups to maintain pace of play
- Trained a new employee at the end of the summer
- Supported tournaments and events
- Washed and stored both golf carts and range balls

EDUCATION

University of Oregon, Eugene — *Business Marketing*

September 2016 - June 2019

Pursuing a Bachelor of Science in Business Marketing

La Salle Catholic College Preparatory, Milwaukie, OR

August 2011 - June 2015

- Honors Student, 3.45 GPA
- Varsity Baseball Team Captain, Special Education Assistant