

Braeden G Honeysett

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EDUCATION

Illinois State University, Normal, IL

August 2018 - May 2022

Redbird Scholarship Recipient

Bachelor of Science in Marketing-Advanced Marketing Analytics Sequence

Cumulative GPA: 3.55/4.0

WORK EXPERIENCE

Illinois State Marketing Athletics, Normal, IL

August 2019 – Present

Gameday Marketing Intern

- Helped run gameday operations with other marketing interns in soccer, volleyball, and football games
- Promoted different giveaways that we offer Illinois State students if they attend sporting events
- Selling the benefits of Reggie's Kids Club which provides numerous activities and events for community children

Sky High Sports, Naperville, IL

May 2016 – Present

Court Monitor, Snack Bar Cook & Server, Front Desk Receptionist, and Party Host

- Promoted with additional responsibilities from Court Monitor to Snack Bar culminating with Party Host
- Provided exceptional customer experiences as Party Host, while managing parental and child expectations
- Received customers, ensured completion of liability waivers, and provided general facility instructions
- Prepared food orders with a variety of options in a fast-paced environment, along with balancing the register
- Learned the Sky High participation rules and supervised the customers accordingly

Naperville Little League, Naperville, IL

March 2014 – May 2016

Umpire

- Applied baseball rules for various ages and skill levels
- Developed leadership and decision-making skills while interpreting calls within stressful situations
- Gained confrontation skills when addressing coaches, parents and players on questionable rulings
- Mediated disputes between teams, coaches, players and parents

LEADERSHIP & INVOLVEMENT

Sports Business Society, Illinois State University

August 2019 – Present

Founding Member

- Founded organization with the purpose to learn more about the sports business world
- Brought in speakers with experience in the sports industry and organized on-site trips to different sports organizations
- Member of the Marketing Committee which helps promote the club through different social media websites

Alpha Kappa Psi, Illinois State University

February 2019 – Present

Active Member

- Contributed to a small business called Stick-It and upheld a marketing and communications job
- Helped message different RSO's around Illinois State University to try to secure a deal
- Adapted in a team of 12 people to work on my professional development skills, communication, and leadership
- Apart of the Fundraising Committee which helps set up 10+ fundraising events throughout the semester

SchoolConnect, Naperville, IL

August 2017 – May 2018

Co-Founder and Head Marketer

- Created SchoolConnect, a business application, through my Business Incubator class at Naperville North
- Through the newly created app, students could access various school activities through an integrated site
- Learned app and website development through resources online and an App creator
- Developed a business plan, with a mentor, seeking funding that was pitched to local business leaders

Potential Friends Club, Naperville North High School

November 2017 – April 2018

Co-Founder and Lead Marketer

- Developed PFC with four other individuals with the goal of starting a new club at Naperville North
- Learned marketing, recruiting and public speaking skills by encouraging club enrollment
- Adapted to different students interests and matched them with other similar minded friends
- Helped setup different social events while promoting different businesses within the Naperville area