

AVERY LARKIN

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SUMMARY

Motivated and results-driven sales and marketing professional with a passion for advertising and client service. Experienced in presentation building, metrics reporting, account management, campaign coordination, and event execution, with a proven ability to manage multiple priorities, deliver accurate outcomes, and support cross-functional initiatives. I bring a positive, proactive, and enthusiastic attitude, along with a strong desire to contribute to a fast-paced advertising agency environment.

EDUCATION

University of Arizona May 2024

Bachelor of Science - Marketing, Sports & Society, Social Behavior & Human Understanding

New York University – Tisch Institute for Global Sport June 2024

Post-Graduate Certificate in Sports Management, Marketing

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- MasterClass - Jeff Goodby & Rich Silverstein Tech Advertising & Creativity October 2025
- Northwestern University - Sports Marketing Certificate September 2025
- Front Office Sports - Marketing Essentials, Athlete Marketing Essentials, Modern Ticketing Essentials June 2024

EXPERIENCE

BluSky – Business Development Manager Chicago, IL, August 2024 – August 2025

- Serve as key point of contact for clients, from initial outreach to contract execution.
- Manage high-volume outreach campaigns and in-person relationship building, strengthening communication and coordination skills.
- Plan and execute corporate events and networking engagements, ensuring smooth logistics, team collaboration, and strong follow-through.
- Maintain and optimize Salesforce CRM records for accuracy and reporting.
- Collaborate cross-functionally with marketing, leadership, and operations to meet client and internal goals.

Premier Lacrosse League (PLL) – Fan Experience Intern Los Angeles, CA May 2023 – October 2023

- Supported 14+ live events, including ticketing, on-field experiences, and partnership activations to enhance fan satisfaction and engagement.
- Supervised Dallas and Denver hospitality suites over the course of two weekends to guarantee exceptional fan experiences during events, including suite set up, ticketing, food & beverage services, guest engagements and on-field experiences with the league, team and players.
- Assisted marketing and operations teams with event logistics, social media activations, and campaign coordination.
- Contributed to merchandise sales through targeted engagement strategies and interactive fan experiences.
- Recognized with the League Founder’s Award for outstanding contributions to event execution and fan engagement.

SKILLS & TOOLS

Technical & CRM Tools

- Salesforce, Adobe Suite, Keynote, ChatGPT, Microsoft Office (Excel, PowerPoint, Word), Wix Studio, Canva, Google Analytics
- Social Media Marketing, Email Campaigns, Partnership Activation, Customer Relationship Management (CRM)

Business & Marketing Expertise

- Client Prospecting, Lead Generation, Event Planning, Sales Pipeline Management, Sponsorship & Ticket Sales
- Networking & Relationship Building, B2B & B2C Sales, Brand Activation, Social Media, Events & Hospitality

INTERESTS

People, Culture & Creativity | Everything Sports | Networking | Golf | Yoga | Skiing