

# ALEX EINHORN

alexeinhorn365@gmail.com  
480 New Holland Ave Ste 8306, Lancaster, PA 17602  
(717) 756-9254  
[alexeinhorn.com](http://alexeinhorn.com)

## SUMMARY

Current On-field host, producer sales executive and Director of special events in the professional sports industry. Dedicated, reliable and skilled with 6 years of experience in the fast paced world of professional baseball, sales and production.

## EDUCATION

### **Penn State University**

Bachelor of Science in Management and Marketing

## EXPERIENCE

### **Lancaster Barnstormers | 650 North Prince St, Lancaster, PA**

*Director of Special Events & Promotions Feb 2013 – Present*

- Plan, execute and sell all Non-game day events at Clipper Magazine Stadium including family shows, concerts, fan fests, etc.
- Oversee marketing for all events including social media, email promotion, billboards, and all ticket revenue driving medums
- Produce show and oversee all aspects of production / schedule and manage 35 person crew
- Contact, sell and manage all on-field talent to preform during pregame shows
- Consistently performing as a top sales generator in sponsorship, group, events and season ticket sales
- Create all content for video board using Premier Pro, Photoshop and After Effects / serve as graphic designer as needed
- Creator of the Broken Cat Craft Beer Deck featuring 20+ local breweries
- Sell and fulfill corporate partnerships including the majority of food and beer vendors at Clipper Magazine Stadium
- Fluid knowledge of Microsoft Office, Premier Pro, Photoshop, After Effects, Glitnr Ticketing, [tickets.com](http://tickets.com), MailChimp

### **Global Spectrum | 1776 N Broad St, Philadelphia, PA**

*Video Production Staff / The Liacouras Center Nov 2014 – Mar 2015*

- Operate NewTek 3Play software and equipment for all replays (Temple University Men's and Women's Basketball)
- Create highlight packages for halftime and game recap (Temple University Men's and Women's Basketball)
- Featured on ESPN's Sportscenter's Top 10 Plays of the Week

### **Market Street Sports Group | 525 New Dorwart St, Lancaster, PA**

*Marketing & Sales Oct 2013 – Mar 2014*

- Serve on the sales team to generate company revenue for the PIAA (Pennsylvania Interscholastic Athletic Association)
- Plan and execute PIAA championship events including setup, tear down and on-field promotions

## **SKILLS & ABILITIES**

### **Management**

#### ***On-Field Host / Lancaster Barnstormers***

- Manage a staff of 35 seasonal employees
  - o Create schedule based on availability
  - o Approve payroll
  - o Conduct yearly hiring, training and orientation

### **Sales**

#### ***Sales / Lancaster Barnstormers***

- Create, execute and sell an on-field performance program resulting in over \$100,000 in sales and over 8,000 baseball tickets sold
- Spearheaded the “Broken Bat Craft Beer Deck” project that opened in May of 2018. Sponsorships sold to 20+ breweries resulting in over \$40,000 in sales. Beer sale increase of over \$100,000 from previous year
- Total 2018 sales exceeding \$330,000 in group events, season tickets and sponsorships
- Responsible for ~\$1,000,000 in sales revenue through 2015-2018 seasons

### **Communication**

#### ***On-Field Host / Lancaster Barnstormers***

- Entertain fans at Clipper Magazine Stadium as the host of mid-inning promotions
- Fulfill sponsorship needs of clients by running promotions to their specification and satisfaction

### **Leadership**

#### ***Logistics Chair / Lancaster’s Walk to End Alzheimer’s***

- Serve as the Master of Ceremonies
- Execute all walk logistics for the annual event including
  - o Site selection
  - o Setup and teardown
  - o Route planning