

KRYSTAL BEAUREGARD

PUBLIC RELATIONS. SPORTS MANAGEMENT.

I am a working professional in the sports industry for 3+ years. I bring inspiration and innovation to any career opportunity. I am a goal getter who is not afraid to learn and is willing to take the extra step in any project she works on.

CONTACT

17532 W. Quail Trail
Tinley Park, IL 60487
(708) 341-1864
kbeauregard1994@aol.com

PROFESSIONAL SKILLS

Project management
Team management
Market research
Communication skills
Networking expert
Collaborative nature
Persona research
Press releases
PR Campaigns/ decks
Social Media

SPORTS DRAFTS

NHL DRAFT

- Social media campaign
- Set up/ tear down
- Work side by side with NHL representatives to help assist with planning

NFL DRAFT

- Help NFL representatives with organizing theater
- Help assist in collecting and guiding fans for Draft town

VOLUNTEER

CHICAGO WHITE SOX PLAYHOUSE CHALLENGE

JUNE 2016

Community Outreach Event during "Sox Serve Week" • Build playhouses for non-profit agencies for young children

MCDONALD'S ALL AMERICAN GAME

MARCH 2016

Engage with the public and check-in players • Notify public about the social media campaign

EDUCATION

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS, MINOR IN SPORTS MANAGEMENT

Columbia College Chicago | 2015- May 2018

EXPERIENCE

MEDIA RELATIONS GAME DAY INTERN

Chicago Blackhawks | Sept. 2017- Present

Write broadcast reports for home/ away games that are provided to organizations executives • Engage with media to copy and distribute statistical materials to home/visiting media • Collect visiting team media statements, collect final paperwork to create end of gamebook, and set up/ tear down all media booths and press box • Assist in media drops to local media outlets

CUSTOMER SERVICE REPRESENTATIVE

Chicago Blackhawks Community MB Ice Arena | Dec. 2017 - Present

Performing daily activities required to operate the Chicago Blackhawks Community Ice Rink • Including all aspects of cash handling, special events, support of on-ice programming, serving as front desk attendant, and skate guard during public sessions • Highest level of customer service to all clients of the facility

CHARITABLE GAME DAY STAFF

Chicago White Sox | Feb. 2016 - Present

Engaging with fans about White Sox Charities though the focus of 50/50 Raffle, Bobblehead Campaign, and Sox Serve Week.

MEMBERSHIP SPECIALIST

Orangetheory Fitness | Nov. 2016 - Present

Conducts telephone inquiries/follow up calls/customer care calls • Leads OTF studio previews with prospects and/or fitness program holders • Greets members and guests promptly, enthusiastically and with a smile to create a friendly positive entrance into the OTF studio

MARKETING STREET TEAM

Chicago Blackhawks | May 2016 - Aug. 2017

Engaged with fans for game day experience and events throughout the community relations departments • Helped roll out official Blackhawks Bar Rewards program to obtain the third-highest bar throughout the program • Grass Root Marketing: Country LakeShake, WGN Back to School Event, Chicago Auto Show, and playoff activations • Engaged with fans throughout the weekend at Chicago Blackhawks Annual Convention • Participate throughout the front office assisting as receptionist, help throughout moving day, and organizing files