

Mel Dygert

Contact

515-802-1392

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Education

Drake University: Des Moines Iowa

Graduation Date May 2026

Bachelors of Arts

Public Relations Major and Marketing Minor

- Dean's List fall 2022
- Dean's List spring 2023

Experience

Athletic Marketing Internship | Jan. 2023-Present

Drake University

- Gameday operations and in game production
- Audio selection
- Gather and edit marketing materials for sponsors
- Compose and design weekly marketing emails to be sent to 11,000 recipients
- Facilitate the activation of in-game promotions, sponsorship promotion, promotional giveaways
- Production leader for Drake University Softball, overseeing PA announcements, music and in-game experience
- Present marketing materials and promotions pre-game

NCAA Band and Spirit Liason | Mar. 2023

Wells Fargo Arena March Madness

- Queue band and spirit when to perform
- Greeted and communicated with directors
- Ensure NCAA standards are met

Social Media Coordination | April 2023

Drake Relays

- Created and delivered app notifications to 4,000 viewers
- Executed social media plan that included Instagram stories to 8,000 followers

Drake Women's Basketball Emcee | Nov. 2023-Present

Knapp Center Des Moines Iowa

- Facilitate time-out and half-time contests
- Engage fans in aspects of gameday
- Read and memorize sponsorship promotions

Skills

- Microsoft Office
- Adobe Suite-InDesign, Photoshop
- Instagram, Twitter, Tik Tok, Facebook
- MyEmma email software
- Strong verbal and written communicator
- Detail oriented
- Energetic and enthusiastic public speaking
- Large crowd engagement