

Dylan Kaplan

Communications/ Public Relations



Personal Info

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Willing to Relocate

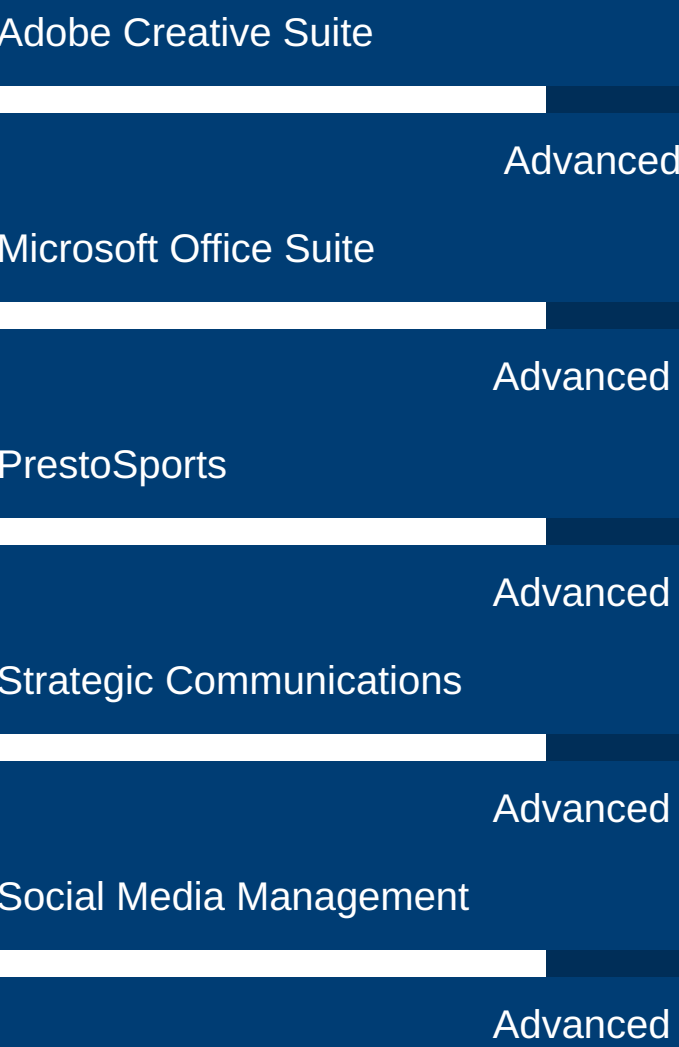
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Skills



Award winning current Graduate Student of highly ranked university with experience directing marketing and public relations efforts for accredited sports and medical offices. Seeking opportunities to leverage marketing, public relations, and communications skill set in sports management or administration.

Experience

2018-05 - present	Property Manager/Communications Coordinator <i>DEStorage, Administration/ Communications/Public Relations</i> <ul style="list-style-type: none">Supervise and oversee all aspects of on-site operations for all 555 units and tenantsBuild brand awareness by engaging interaction with current and prospective tenants on multiple communication platformsCoordinate with marketing and communication teams to ensure implementation/completion of projectsManage Web Content/ Social MediaManage leasing for facility spacePrepare daily and monthly operational reports to ensure site accuracyControl delinquencies through telephone contact and letters on scheduled basis including sendingout monthly invoicesMaintain a goal of 90% facility occupancy through marketing and customer serviceMaintains operations of rental of Penske trucks and schedulingAwarded the Highest Consumer Revenue for Delaware in 2018 for sales by Penske, for out selling competitors by \$100,000.
2017-08 - 2018-05	Marketing & Communications Manager <i>Dentistry at Walker Square, Marketing/Public Relations/Communications</i> <ul style="list-style-type: none">Created annual marketing plan & Oversaw marketing budget for advertising and social mediaExpanded client base by 50% in 6 months by consistently increasing conversion rates by implementing designed marketing campaigns through advertising the office through their CRM program & social media accountsIncreased sales from \$500,000 to \$750,000 in ten months.Developed/Published an identity package for the officePoint of contact for all patient/marketing related material of the office
2013-11 - 2017-05	Assistant Director of Sports Information <i>Wesley College Athletic Department, Public Relations</i> <ul style="list-style-type: none">Wrote Press Releases for Wesley College Athletics website using Presto SportsAssisted with writing, editing and designing select athletic publications.Created video features on various student-athletes and other behind the scenes videos throughout the season.Attended sporting events and provided statistics/results to media after home contestTook statistical in game notes using StatCrew softwareWas media contact for the 2017 & 2018 NCAA Division III Track & Field National Championships
2013-11 - 2018-05	CruitCast <i>Marketing Intern</i> <ul style="list-style-type: none">Was compensated internshipWas in charge of managing the capture and transmission of video and statistical data from event for subscribed viewers.

	<ul style="list-style-type: none"> • Built meaningful relationships with athletes, coaches, and parents to assist with sales and problems. • Maintained companies website and social media content. • Media contact for selected region.
2017-10 - present	Wesley College Track & Field <i>Assistant Head Coach/ Director of Operations</i> <ul style="list-style-type: none"> • Runs daily throws/lifting practices • Coached 2019 2nd Team All-Atlantic East Conference Javelin athlete • Coached 3 finalists for the 2017-18 All- Capital Athletic Conference team for javelin • Recruited/Signed the 2018 State of Delaware #1 ranked Track & Field Recruit • Helped coach team to a NCAA Division III ranking of #6 in the country (schools highest ever ranking) • Manages all travel plans and teams budgetary needs • Lead visits of perspective student athletes • Manages equipment inventory

Education

2017-10 - 2019-06	Northeastern University, College Athletic Administration, Masters of Science 3.5 GPA Masters thesis on the 40/60/80 NCAA Transfer Rule is in process of being published
2013-08 - 2017-05	Wesley College, Multimedia Communications, Bachelors of Arts B.A. in Multimedia Communications 2013 West Virginia University School of Journalism award winner for Sports Journalism piece titled "100 Wins" Assisted in redesigning the Wesley College website Produced identity package for startup company "Primo Diablo" Staff writer for student newspaper <i>The Whetstone</i> , where work was featured in numerous newspapers throughout the state 4 year captain and NCAA Division III Championship participant for Track & Field