

NICOLE OSTERHOUT

Events Manager

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📍 Pittsburgh, PA

WORK EXPERIENCES

- **PNC PARK EVENTS MANAGER**

July 2019 – present | Pittsburgh Pirates

– Worked with several event programs to launch events ranging from 20 – 5,000 people; managed partnerships with external clients like AHN, Netflix, and Spartan Race, as well as coordinating with internal sales teams to bring a variety of revenue to the ballpark (i.e., Prospect Events, Pirates Fest, etc.); responsible for managing and training a small team on the ballpark and event systems; responsible for creating and monitoring a budget, as well as working on financial forecasts, reports, and commissions; managed and created content for the PNC Park social media pages

- **DIGITAL MARKETING AND EVENTS MANAGER**

March 2021 – October 2021 | LM Restaurants

– Planned and executed a variety of activations and events for 6 restaurant concepts, including partnering with Orangina to create the world's largest champagne flute; coordinated event schedules and appearances for celebrity chefs; assisted with local partnerships with food and beverage partners, as well as the Carolina Hurricanes, creating brand activations and street watch parties; created content for 5 different brands across all social media platforms; managed radio and TV partnerships and promotions

- **MARKETING DIRECTOR**

November 2018 – March 2021 | Chick-fil-A Pittsburgh

– Managed and executed events and activations for major partnerships with the Pittsburgh Pirates, Pirates Fest, Pittsburgh Penguins, Pittsburgh Marathon, and more; managed the marketing and events expenses/budget; allocated Chick-fil-A community donations; ran and monitored analytics on promotions and giveaways through social media and the Chick-fil-A app

- **EVENTS COORDINATOR & TRAINING MANAGER**

March 2014 – June 2018 | Walt Disney World – Disney Springs

– Promoted 5 times in 4 years up to Training Coordinator; organized and executed parties and events ranging from 30 to 1,000 people; handpicked as an Opening Team member for a new signature restaurant for a celebrity chef; mentored and assisted up to 50 people on a daily basis with operations and management; created, organized, and maintained training materials for all six restaurant departments.

- *Also have event experience with Orlando City Soccer & the Walt Disney World theme parks*

EDUCATION

2018 – 2020 | FULL SAIL UNIVERSITY

Bachelor of Arts in Sports Marketing and Media

– Graduated Valedictorian; took classes that focused on Events, Marketing Law, Market Research, and more; Received Advance Achievement and Course Director awards based on portfolio and course work

2010 – 2015 | UNIVERSITY OF SOUTH FLORIDA

Bachelor of Arts in Business