

Avery McKnight

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EDUCATION

University of Oklahoma, Norman, OK

Expected May 2027

Bachelor of Business Administration

Major: Marketing

Minor: Fashion & Luxury Business

Specialized Skills in SQL, Programming, Excel, Word, Power Point

EXPERIENCE

University of Oklahoma Athletic Department

July 2025 – Current

Marketing Intern – Norman, Oklahoma

- Helped manage Sooner Magic Memories sales data, tracking **526 total packages offered, 185 sold**, and generating **over \$29,000 in fan experience revenue** during the program's first year.
- Support the planning and execution of in-game promotions and fan engagement activities.
- Assist with game day operations, including setup, sponsorship activations, and event logistics.
- Create and distribute marketing materials to promote athletic events on campus and in the community.
- Contribute to social media and digital marketing efforts to increase attendance and fan interaction.

Mamaka

July 2024 – Current

Blender – Norman, Oklahoma

- Uphold health, safety, and sanitation guidelines in food preparation and work areas.
- Manage portion sizes and ingredient measurements to maintain consistency.
- Handle cash register transactions, process payments, and maintain accurate records.
- Assist with opening/closing duties, including restocking, cleaning, and equipment checks.

Rockwall Golf & Athletic Club

May 2024 – July 2025

Sales Associate – Rockwall, Texas

- Oversaw digital and cash transactions
- Strategically forecasted product inventory and adapted to evolving customer preferences
- Effectively multitasked communications, marketing, and sales transactions within a fast-paced environment

HONORS AND ACTIVITIES

- Honor Roll (All semesters)
- Member, Delta Delta Delta Sorority Member, OU Fashion Club
- Member, OU Fashion Club
- OU Club of Dallas Scholarship (\$5,000)
- Art With the Heart volunteer