

Justin P. Gartland

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EDUCATION

UNIVERSITY OF OREGON, Lundquist College of Business, Warsaw Sports Marketing Center **Eugene, OR**

Master of Business Administration

June 2009

§ Focus: Marketing and Sports Business

§ Research Analyst- ESPN Ultimate Standings (5.5.08) and Warsaw College Football Compensation Review

OREGON STATE UNIVERSITY

Corvallis, OR

Bachelor of Fine Arts: Applied Visual Arts

June 2003

§ Focus: Graphic Design

EXPERIENCE

adidas - CLEATED

Portland, OR

Student Consultant

March 2009 - June 2009

§ Led efforts to analyze potential activation strategies for an unannounced partnership.

§ Developed a set of actionable recommendations based on research performed during term.

§ Considered three strategic platforms on which to activate partnership: online, in store, and on field.

YAKIMA PRODUCTS, INC.

Beaverton, OR

Student Consultant (2 projects)

January 2008 - March 2009

§ P.1_Compiled consumer research to build product development recommendations.

§ P.2_Evaluated competitive landscape and emerging business opportunities.

§ P.2_Managed multiple deliverables within deadlines and an allocated budget over \$3,800.

NIKE SB/NIKE6.0

Beaverton, OR

Marketing Intern

June 2005 - September 2005

§ Assisted with the launch of NIKE6.0's summer grass roots guerilla marketing campaign.

§ Relayed information between NIKE6.0, our creative agency, and on-site personnel in LA.

§ Produced footwear color-ups and t-shirt designs for upcoming season.

THE 2008 SUMMER GORGE GAMES

Hood River, OR

Lead Coordinator - Mountain Biking

July 2008

§ Assisted in logistics/organization of over 200 volunteers for two events: Short Track and Super D.

§ Provided direction to event sponsors for on-site activation efforts.

PORTLAND TRAIL BLAZERS

Portland, OR

Group Sales Intern

June 2008 - September 2008

§ Worked with sales managers to conduct online research; building prospect lists.

§ Developed understanding of operations related to ticket sales and group hospitality.

THE NIKE STORE

Eugene, OR

Sales Associate

December 2005 - February 2006

§ Provided educational sales and product support for customers to fit their needs.

§ Fully-educated through SKU on product specs, sales techniques, and merchandising.

§ Recorded a high sales volume as team member during '05-'06 Holiday season.

VOLUNTEER EXPERIENCE

NIKE

Beaverton, OR

Footwear Product Tester

November 2003 - June 2008

2009 USA TRACK & FIELD CHAMPIONSHIPS and PREFONTAINE CLASSIC

Eugene, OR

On-Field Operations/ Nike Retail Merchandiser

June 2009