

Stephen A. Kasper

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Education and Achievements

University of Tennessee – Knoxville

Graduated Dec 2015

- B.A. Communication Studies, 3.2 GPA

United States Army, Logistics/Transportation – Honorable Discharge

Feb 2006 – Feb 2012

- Received Army Commendation Medal, National Defense Medal, Iraq Campaign Medal

Relevant Experience

General Manager, Marketing/Development | Nautical Boat Club

Feb 2017 – Feb 2019

- Manage high-end boating country club from its inception, overseeing all daily operations and \$700,000+ in valued assets
- Oversee all membership sales including tours and contract negotiations becoming fastest growing franchise in company
- Lead development of all branding and marketing efforts including writing press releases, designing print publications, managing social media, website maintenance, video production, radio/TV ad production and rate negotiation, hosting/coordinating events, sponsoring charities, attending networking events, etc
- Cultivate relationships with club members, professional colleagues, community leaders, public officials, and local boat dealers/manufacturers

Veteran Success Coordinator | Maryville College

Oct 2016 – March 2017

- Establish program by designing customized college success plans for appx 50 student veterans to help them achieve classroom and post-graduate goals as part of grant-funded campaign
- Coach student vets on a regular basis to ensure all available resources are being used and benchmarks are met
- Recruit potential veteran students to Maryville College using given and self-created resources

Homeless Veteran Outreach Coordinator | Tennessee Valley Coalition for the Homeless

Oct 2015 – Oct 2016

- Initiate grant-funded outreach program across 21 counties in East Tennessee and Southeast Kentucky to develop a network of resources for homeless military veterans and veteran families across the region
- Represent organization in public arenas including outreach/fundraising events, TV/radio interviews, community meetings, and giving presentations
- Establish relationships with other organizations to conduct/lead various, ongoing outreach events
- Coordinate all aspects of annual black-tie Hope Gala fundraiser for veteran homelessness including venue selection, décor, catering, volunteer wait staff, MC, guest speaker, entertainment, and securing donated auction items

Journalist | Rocky Top Insider

Sept 2015 – May 2017

- Write creative columns and news pieces regarding University of Tennessee football with weekly output goals
- Attend practices, games, and press conferences to gain insight and conduct interviews with players/coaches
- Guest co-host daily radio show of 5,000+ reach to discuss various sporting topics and Tennessee athletics

Public Relations Coordinator (Volunteer) | Special Olympics Virginia

Feb 2013 – Oct 2013

- Collaborate with Special Olympics volunteer council to develop program throughout Richmond, VA area
- Create and manage new area-specific website and social media to feature athletes, events, blogs, and sponsors
- Establish partnerships with other businesses to coordinate sponsorships and fundraisers including Minor League Baseball team's "Patriot Night"

Other Skills and Experience

- Sports Journalism Columnist (unpaid) with Bleacher Report and The Daily Beacon (3 yrs)
- UT Athletic Department, Media Relations internship (Spring 2015)
- Proficient in Microsoft Word, PowerPoint, and Outlook
- CPR/First Aid certified
- German – conversational
- Personal skills include: Communication, Public Relations, Leadership, Brand Development/Growth Problem-solving, AP Writing, Media Relations, Conflict Resolution, Public Speaking, Teamwork, Customer Service, Networking