



503-803-3608

jeraldwards@gmail.com

Chicago, IL

EDUCATION

Bachelor of Science in Sports Management

University of Texas at Austin, TX

Graduated: May 2014

Certifications

- Certified Meeting Professional (CMP) | Meeting Professionals International (2024)
- CPR & First Aid Certified | American Red Cross (2022)

SKILLS

- Event logistics & operations
- Budget management
- Vendor & sponsor relations
- Marketing & promotional strategies
- Team coordination & leadership
- Risk management & safety protocols

JERALD EDWARDS

SPORTS EVENT PLANNER

PROFESSIONAL SUMMARY

Experienced Sports Event Planner with over 11 years of expertise in organizing large-scale athletic events. Skilled in managing logistics, coordinating with sponsors, and ensuring smooth execution of sporting events. Seeking to leverage my skills to bring innovative, engaging sports experiences to organizations like the Chicago Sports Group.

EXPERIENCE

- March 2020 - Now

Senior Event Planner

Chicago Sports Group / Chicago, IL

- Organize the annual Chicago Marathon, overseeing logistics for over 45,000 participants, volunteers, and staff.
- Coordinate with sponsors, local vendors, and city officials to ensure seamless execution of the event.
- Manage a \$2M budget, ensuring that all aspects of the event were completed on time and within budget.

- June 2016 - February 2020

Event Coordinator

Madison Square Garden Sports Division / New York, NY

- Assisted in planning and executing the NBA All-Star Weekend events, including the Celebrity Game and Skills Challenge.
- Worked directly with athletes, celebrities, and vendors to ensure a positive experience.
- Coordinated travel and accommodations for over 150 athletes and staff members.

- May 2014 - May 2016

Assistant Sports Event Planner

Austin Sports Events / Austin, TX

- Supported the planning and execution of the Austin City Limits Run, a popular 10K race held annually in Zilker Park.
- Handled participant registration and worked with local businesses to arrange event-day refreshments and giveaways.
- Assisted in designing the course and arranging necessary permits through the city.