

Robert DiSandro

Campus Address
Milwaukee, WI

bdis9203@gmail.com
(773) 633-6032

Permanent Address
Chicago, IL

EDUCATION

MARQUETTE UNIVERSITY (Milwaukee, WI)
Bachelor of Science in Business Administration

May 2026
GPA: 3.9/4.0

Major: Marketing and International Business Minor: Advertising

GONZAGA IN FLORENCE (**STUDY ABROAD**)

Spring 2024

WORK EXPERIENCE

SKYHAWKS SPORTS, Milwaukee, WI

Sports Management and Coaching Intern

June 2025 – Present

- Research and develop proposals for high-potential sponsorship opportunities to enhance Skyhawks' brand exposure and diversify revenue streams.
- Create media pitches to secure features for Skyhawks MKE, highlighting community impact, youth development, and brand differentiation from other sports organizations.
- Design and lead sport-specific curricula for children ages 2–12, serving as the director of Skyhawks programs.

SODEXO DINING SERVICES, Milwaukee, WI

Dining Marketing Intern

September 2023 - Present

- Manage social media accounts (Instagram and TikTok), driving a 158% increase in impressions and 14% follower growth per semester through engaging, student-focused content.
- Conceptualize and distribute a monthly email newsletter achieving a 71% open rate and 15% click-through rate.
- Create digital and print marketing materials including flyers, screen graphics, menus, and event invitations to support dining campaigns and promotions.
- Promote and execute weekly experiential dining events driving strong campus engagement.

CHICAGO PARK DISTRICT, Chicago, IL

Recreational Leader (Summer Seasonal)

June 2021 – August 2024

- Create and facilitate dynamic physical and creative activities/games for groups of 20 to 25 children, aged 6 to 13.
- Assist the coordination of special events, field trips, and themed programs to enhance community engagement.
- Serve as main contact for parents and park patrons, communicating daily schedules and upcoming events clearly.

PROJECT EXPERIENCE

Spring 2025

Visit Milwaukee Marketing Consulting Competition – 1st Place Team (Selected by Visit Milwaukee Panel)

- Developed a comprehensive digital campaign combining social media strategy, influencer marketing, and experiential brand activations to drive ticket sales and audience engagement.
- Analyzed in-depth travel, demographic, and psychographic data to build target personas ensuring the alignment between marketing strategies and audience behaviors and preferences.
- Utilized SEMrush and AI tools to research and identify trends to recommend 2 high-impact influencer partnerships.

ACTIVITIES

CAMP KESEM AT MARQUETTE UNIVERSITY

May 2025 – Present

Chapter Director

- Lead all chapter operations and a 20-member board across finance, marketing and programming initiatives.
- Execute 2 major fundraising campaigns, Giving Tuesday and Make the Magic, which contribute to the \$125k+ yearly fundraising goal to send children impacted by a parent's cancer to camp free of charge.
- Oversee strategic planning and execution of marketing and outreach initiatives, increasing donor engagement, community reach, and volunteer recruitment.

Alumni, Marketing, and Public Relations Coordinator

August 2023 – May 2025

- Manage chapter social media accounts promoting events, recruiting volunteers, and updating camper families.
- Design merchandise for chapter fundraisers, national leadership events, and summer programming.
- Plan and execute alumni events to boost donor retention, community connections, and fundraising support.

SKILLS

GRAPHIC DESIGN: Adobe Creative Suite, Canva

SOCIAL MEDIA: Meta Business Suite, TikTok

BUSINESS SOLUTIONS & ANALYTICS: Microsoft Office Suite, Slack, Qualtrics, MRI-Simmons